

**FIT 1050 Web fundamentals**

**Website homepage redesign report**

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## Abstract:

I redesigned the home page for the selected website with reference to the template. Here is a short report that explains several important decisions relating to key aspects of the homepage design you have implemented, such as Site content and features, visual design effects, etc.

The URL for the website is

Website theme and function

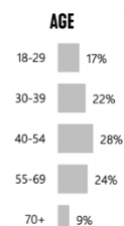
This website is a hot air balloon travel website, it allows users to learn about hot air balloon roll information and book the event.

Website purpose

The main purpose of the website is to become the primary platform for users to book hot air balloon activities. Firstly, this website is a travel website, with "Book now" on the page and convenient booking process. The website provides customer support so that customers can easily contact the customer service team either through phone calls or emails at the bottom of the page. In addition, the website provides comprehensive hot air balloon information, including where (About us), when and what to notice (FAQS). Customers booking hot-air balloon activities through the website not only increases people's interest and participation in hot air balloon activities, but also drives the development of the industry and the growth of the local economy.

Target population

The main users of the website are around 30-60 years old (reference<sub>1</sub>). This age group has more time and energy and is more likely to travel and take part in adventure activities. Moreover, people in this age group have more economic freedom. Hot air balloon is a relatively high-end activity, so the target group of the website also has certain economic strength. In addition, the activity of the website is hot air balloon, and some people who are interested in hot air balloons will also become users of the website.

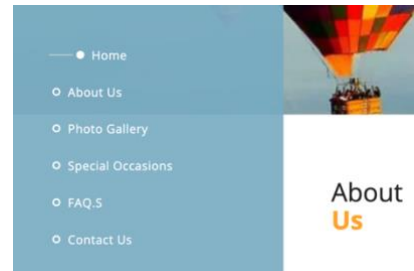


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## Content and main functions

Regarding the navigation of the page: To provide a better user experience, the navigation section of the site is placed on the far left of the home page and ensures that the navigation section remains intact when viewing the homepage on a mobile device. Users can easily navigate through parts of the site without constantly scrolling through the page or looking for menu buttons. This intuitive layout enables users to quickly find the content they need, increasing the site's ease of use and user satisfaction. And the homepage also has a map function, which contains the event location hence it will be convenient for users to decide the itinerary and route.



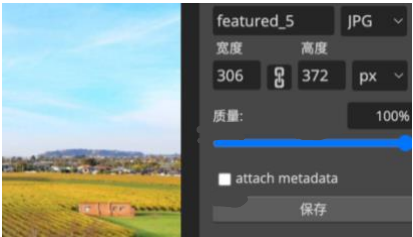
About the content function of the page: The main page features a lot of beautiful pictures to attract users and inspire the idea of booking. Beautiful pictures can arouse users' interest by showing them the beauty and experience of hot air balloons through visual appeal. The page contains detailed location descriptions and frequently asked questions so that users can fully understand the activities and make informed decisions.

Under the navigation, users can directly comment and share their hot air balloon experience through social media platform, which can not only provide options for other users, but also increase the popularity of the website. Users can also fill in the "Contact Us" section of the form, contact customer service through email, or dial the telephone consultation.



## Image optimization

All images are processed by Photopea. Each picture was resized to fit the website layout, the transparency and clarity were also adjusted to improve user experience, s All pictures are in JPEG file format, and some of them have been modified regarding tone colors to better conform to overall tone and design style of the home page. "alt" text tags are added after images to provide better access experience for users.



ured\_1.jpg" alt="">  
ed-button button">

## Design style

(ref<sub>2</sub>) The overall website adopts flat design, which weakens the material, gradient and shadow, and reduces many unnecessary decorations and textures. Bright colors, such as blue and orange, are used to enhance recognition, and fit the theme of hot air balloon - freedom and enthusiasm, the combination of cold and warm colors increases visual impact. The image adopts a borderless style, reducing decorative containers and improving the quality and layout of the image.

The title of each section in this page are all enlarged and bolded, and the key words are highlighted in orange to emphasize the key information.



## Accessibility

The layout structure of the web page is clear and the navigation menu is easy to use. Furthermore, the menu is marked with the title of each section which made it convenient for users to browse the page.

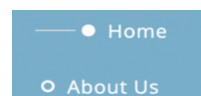
Color is not the primary element to convey the information on this page. And the web page distinguishes the shades of color, increases the contrast between color, texts and backgrounds, makes it easy to read and understand, and is friendly to the visual and hearing impaired.

In the Contact Us input information section, the page can identify the type of input fields, such as email, name, etc., clearly provide the form label, display errors, assist users to fill in the correct information and complete the submission.

Testing the website by auxiliary tools, the web page is compatible with screen readers, amplifiers, and other assistive tools. Users can zoom in and out of pages by setting keyboard keys. Users can also open the screen reader, and when users move their mouses next to the selected content, the accessibility tool will read it automatically which is extremely friendly to the visually impacted users.

## JavaScript interaction

The navigation menu can enables free switching between pages. When the user clicks the navigation menu, the page will automatically slide to the part the user is looking for, and the name of the navigation menu plate will be automatically highlighted, and the format will be changed from hollow circle to horizontal line with solid circle.



The image rotation in the Banner section is interactive with JavaScript, with each image automatically zooming in and displaying in turn. When the user clicks the forward or back arrow, the JavaScript code updates the image currently displayed to the next one. The About Us section also can update the current display with arrows.

The JavaScript code embeds Google Maps into the page. Users can view the company's location on the map and zoom or drag the map using the interactive controls on the map.

In the "Contact Us "section, the JavaScript code is used to verify that the form input is valid. When the user clicks the "Send" button, t the code validates user input and output errors if the input is empty or formatted incorrectly. If there are any errors, the code displays an error message to the user and prevents the form from being submitted.

## Appendicitis

### Original website

(No date) *Blue Skies Ballooning*. Available at:  
<http://blueskiesballooning.com.au/#> (Accessed: 23 May 2023).

### Template website

(No date a) *Live view page – 518 Sentra template*. Available at:  
[https://templatemo.com/live/templatemo\\_518\\_sentra](https://templatemo.com/live/templatemo_518_sentra) (Accessed: 23 May 2023).

### Image processing website

*Advanced photo editor* (no date) *Photopea*. Available at:  
<https://www.photopea.com/> (Accessed: 23 May 2023).

### Reference

1. *Tourism Australia Corporate Website – Tourism Australia* (2020) *MARKET REGIONS*. Available at:  
<https://www.tourism.australia.com/content/dam/assets/document/1/c/1/c/t/2241245.pdf> (Accessed: 22 May 2023).
2. 99designs (no date) *Visual design styles, 99designs*. Available at:  
<https://99designs.com.au/designer-resource-center/visual-design-styles> (Accessed: 22 May 2023).

### Picture link

(No date) *pexels*. Available at: <https://www.pexels.com/zh-cn/>  
(Accessed: 23 May 2023).

(No date a) *pexels*. Available at: <https://www.pexels.com/zh-cn/photo/1179476/> (Accessed: 23 May 2023).

(No date a) *pexels*. Available at: <https://www.pexels.com/zh-cn/photo/355441/> (Accessed: 24 May 2023).

Sayles, B. (no date) *pexels*. Available at: <https://www.pexels.com/zh-cn/> (Accessed: 24 May 2023).

Nepali, S. (no date) *pexels*. Available at: <https://www.pexels.com/zh-cn/> (Accessed: 24 May 2023).

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(No date a) *Www.victoriashighcountry.com.au/Nature*. Available at: <https://www.victoriashighcountry.com.au/wp-content/uploads/sites/65/Falls-Hotham-Alpine-Crossing-map-brochure.pdf> (Accessed: 22 May 2023).

(No date a) *Www.victoriashighcountry.com.au/Nature*. Available at: <https://www.victoriashighcountry.com.au/wp-content/uploads/sites/65/Falls-Hotham-Alpine-Crossing-map-brochure.pdf> (Accessed: 22 May 2023).

Admin (2020) *Photo Gallery, Blue Skies Ballooning*. Available at: <https://blueskiesballooning.com.au/photo-gallery/> (Accessed: 23 May 2023).

(No date a) *Melbourne Hot Air Balloon Flight - Klook 客路 - Klook Travel*. Available at: <https://www.klook.com/zh-CN/activity/42987-melbourne-hot-air-balloon-flight/> (Accessed: 22 May 2023).

*Royalty-free stock photos: Stock Images & Pictures - iStock* (no date) *iStockPhoto.com*. Available at: <https://www.istockphoto.com/stock-photos> (Accessed: 23 May 2023).

Pathak, K. (2022) *How to convert HEIC photos to JPG on iPhone and iPad, How*. Available at: <https://www.howtogeek.com/666363/how-to-convert-heic-photos-to-jpg-on-iphone-and-ipad/> (Accessed: 23 May 2023).



## Map

(No date a) *Google*. Available at:

<https://www.google.com/maps/embed?pb=%211m18%211m12%211m3%211d3134.444260780847%212d145.09128537253733%213d-37.71390266130357%212m3%211f0%212f0%213f0%213m2%211i1024%212i768%214f13.1%213m3%211m2%211s0x6ad648627ea2bbcb%3A0xd8c917ea065db643%212sBlue+Skies+Ballooning+Pty+Ltd.%215e0%213m2%211szh-CN%212sau%214v1684073162567%215m2%211szh-CN%212sau> (Accessed: 23 May 2023).

## Logo

*About iconify* (no date a) *Browse all icon sets*. Available at:

<https://icon-sets.iconify.design/tabler/air-balloon/> (Accessed: 23 May 2023).