Website Development Process Document

# Purpose of the website

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| The purpose of the website is to expand Shelter’s online presence. It will promote and showcase the magazine, and provide an overview of what Shelter is and what it does, some photos, and current information on the magazine. The brief is to produce content that inspires, challenges and empowers our audience and promotes the RANGI values. |

# Audience of the website

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| The intended SHELTER audience is present and past students and staff as well as people who have an interest in girls’ education and our wider community. |

# Relevant implications

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| **Social or cultural acceptability** | |
| **Implications**  This is being made on behalf of Shelter, so it should show the magazine in a positive light. | **How they will be addressed**  The website will not have any inappropriate material on it, or anything that would make the magazine look bad. |
| **Legal obligations, including intellectual property** | |
| **Implications**  The site will use photos owned by Shelter, and possibly other people, so it will respect copyright law. | **How they will be addressed**  The photos will be credited to the owners. |
| **Ethical obligations** | |
| **Implications**  The site is based on a current magazine so it should use reliable sources for the information. | **How they will be addressed**  The information used will be taken from a reliable source and fact checked. |
| **Future proofing** | |
| **Implications**  The website should use the latest in supported web technologies and languages in order to remain supported for as long as possible. | **How they will be addressed**  The site will use the latest HTML 5 and CSS 3. It will use a CSS grid layout – a modern layout technique. |
| **Privacy obligations** | |
| **Implications**  Any photos of current students or staff will need their sign-off to be on the site. | **How they will be addressed**  Sign-off will be procured from any current staff and students that it is required from. |

# End-user considerations

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| **Accessibility** | |
| **Considerations**   1. People with colour blindness may find it difficult to differentiate between certain colours. 2. People with images turned off or with screen readers may want to know what the images are. 3. People with screen readers may want to be able to navigate the page by knowing what each part is. | **How they will be addressed**   1. Red and green colour combinations will not be used to avoid the most common form of colour blindness. 2. Images will contain alt tags with descriptive contents. 3. The correct HTML tags will be used for each section, e.g. h1 for the top-most heading, nav for the navigation, main for the main content, etc. This avoids the need to use ARIA roles. |
| **Usability** | |
| **Considerations**   1. Links and buttons need to be obvious to the user as clickable. 2. Navigation menus should be intuitive, easy to find, and consistent. | **How they will be addressed**   1. Link text will be bold and coloured with either the primary or accent colour to stand out from the black or white surrounding text. 2. Navigation buttons will be the same colour as link text and have coloured backgrounds with hover effects. The navigation menu will not change locations, size, or shape from page to page. |
| **Functionality** | |
| **Considerations**   1. The website should display consistently in a range of browsers. 2. The websites should display consistently on a range of display sizes. | **How they will be addressed**   1. The website will be tested on a range of major browsers, including Chrome and Firefox. 2. The CSS code will include @media sections to adapt to different display sizes. |
| **Aesthetics** | |
| **Considerations**   1. The website is based on the magazine. 2. The website is educational so the text should be easy to read and ‘digest.’ | **How they will be addressed**   1. The colour palette used in the magazine’s most recent edition will be followed. 2. The paragraphs will be separated into logical chunks with whitespace between them for easy reading. |

# Web conventions to consider

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| **Research** | **Conventions** |
| **Website 1** | 1. **Logo** will be placed in the top left of the web page (if there is one) and it will link it back to the main page. 2. **Navigation** will benear the top of the page and will be limited to a maximum of 5 to 7 links. 3. **Page hierarchy** will be used with heading 1 used only once and near the top of the page, then heading 2 and any paragraphs and content below it. 4. **A** **grid system** will be used to lay out all of the content and to provide clear separation between different page sections. 5. **Style links** will be used with the primary colour so that they are clearly different from regular text around them. 6. **Buttons** will use the same background colour as the link text and will have a hover effect. 7. **Colours** will be limited to 2 to 3 main colours in addition to 1 to 3 neutrals such as white, grey, and black. 8. **Hyphen delimited strings** will be used for CSS class and id names to ensure clarity and easy maintenance. 9. **External stylesheets** will be used for modularity and easy maintenance. 10. **Common folder structure** will be used for clarity and easy maintenance. 11. **Code beautifying** will be used for easy reading and maintenance. |
| **Website 2** |
| **Website 3** |

# Possible layouts (wireframes)

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| **Layout 1**   |  | | --- | |  | |  | |  | |  | | **Layout 2**   |  | | --- | |  | |  | |  | |  | | **Layout 3**   |  | | --- | |  | |  | |  | |  | |

# Possible style combinations (colours, fonts, backgrounds, etc.)



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|  |  | **Style 1** |  | **Style 2** |  | **Style 3** |
| **Font** |  | Code Bold |  | Bahnschrift |  | Selawik |
| **Primary Light colour** |  |  |  |  |  |  |
| **Primary Dark colour** |  |  |  |  |  |  |
| **Accent colour** |  |  |  |  |  |  |

# Stakeholder feedback on layout and style options

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| Use Code Bold for the main heading, Bahnschrift for quotes, and Selawik for subheadings.  Layout #1 is the most preferred, then #3, then #2.  Style #1 is the most preferred, then #3, then #2. |

# Mock-ups

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|  | **End user feedback** |
| **Mock-up 1**  **A screenshot of a social media post  Description automatically generated**Style 1, Layout 1 |  |
| **Mock-up 2**  A screenshot of a cell phone  Description automatically generatedStyle 3, Layout 3 | Feedback:   * Vertically centre the SHELTER image. * Remove the gap between the nav and the header. * Make the nav stick to the top of the page when you scroll down. * Remove underline from the subheadings. * Add the font to the website. * Make the subheading stand out more by using negative space. |
| **Mock-up 3**  **A screenshot of a social media post  Description automatically generated**Style 2, Layout 2 |  |

Version Document Version: 1 Date:



Screenshots

|  |  |  |
| --- | --- | --- |
| Browser 1: Chrome | Browser 2: Firefox | Browser 3: Opera |
| A screenshot of a social media post  Description automatically generated | A screenshot of a social media post  Description automatically generated | A screenshot of a social media post  Description automatically generated |

Validation results

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| No CSS validation available, as no CSS was used.  A picture containing screenshot  Description automatically generated |

Design changes

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| No design changed were made, as this was before any stakeholder feedback was given.  I followed some web conventions, including page hierarchy. |

Navigation and ease-of-use changes

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| The nav is at the top of the page, so it is easy to find.  Used Lorem Ipsum as placeholder text. |

Miscellaneous fixes (spelling errors, etc,)

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| * Placeholder texts and images are still is use, so no spell checking is required. |

Version Document Version: 2 Date:



Screenshots

|  |  |  |
| --- | --- | --- |
| Browser 1: Chrome | Browser 2: Firefox | Browser 3: Opera |
| A screenshot of a social media post  Description automatically generated | A screenshot of a social media post  Description automatically generated | A screenshot of a social media post  Description automatically generated |

Validation results

|  |
| --- |
| A close up of a device  Description automatically generated  A picture containing screenshot  Description automatically generated |

Design changes

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| --- |
| * No design changed were made. * I took more web conventions into account, including using a grid system to lay out the content. |

Navigation and ease-of-use changes

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| * CSS Grid has been implemented to structure the website better. |

Miscellaneous fixes (spelling errors, etc,)

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| * Placeholder texts and images are still is use, so no spell checking is required. |

Version Document Version: 3 Date:



Screenshots

|  |  |  |
| --- | --- | --- |
| Browser 1: Chrome | Browser 2: Firefox | Browser 3: Opera |
| A screenshot of a cell phone  Description automatically generated | A screenshot of a cell phone  Description automatically generated | A screenshot of a cell phone  Description automatically generated |

Validation results

|  |
| --- |
| A picture containing screenshot  Description automatically generated  A close up of a device  Description automatically generated  A picture containing screenshot  Description automatically generated |

Design changes

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| * Photos are credited using the ‘title’ attribute so that the crediting is relatively easy to find. * Photos are centred, and text is aligned to the same side of the screen as it is positioned. * Across some platforms, the website does not lay out as it should. This would be fixed in a future version. |

Navigation and ease-of-use changes

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| * Nav sticks to the top so that it can be accessed at all times. * The link to the shop looks like a button, so it is more obvious, and people are more likely to click it. |

Miscellaneous fixes (spelling errors, etc,)

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| * Text and images have been acquired from the client, and used in place of placeholder text and images on the front page. In future versions, more content would be acquired for the sub-pages. * Changing the wording of the content to make it easier for skim-reading, so more appealing to anyone who wants to take a quick look at the site. |

# Final

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| A screenshot of a cell phone  Description automatically generated A screenshot of a cell phone  Description automatically generated |

# Justification for design

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| Appropriateness for end users |
| I made the website very easy to use and navigate, so that anyone can use it easily.  Red and green colour combinations are not used to avoid the most common form of colour blindness.  All images contain alt tags with descriptive contents.  The correct HTML tags are used for each section, e.g. h1 for the top-most heading, nav for the navigation, main for the main content, etc. This avoids the need to use ARIA roles.  Link text are bold and coloured with either the primary or accent colour to stand out from the black or white surrounding text.  Navigation buttons are the same colour as link text and have coloured backgrounds with hover effects. The navigation menu does not change locations, size, or shape from page to page.  The website has been tested on a range of major browsers including Chrome and Firefox.  The CSS code includes @media sections to adapt to different display sizes.  The colour palette used in the magazine’s most recent edition has been followed.  The paragraphs are be separated into logical chunks with negative space between them for easy reading. |
| Changes based on end user and stakeholder feedback |
| The SHELTER heading is vertically centred.  The gap between the nav and the header is removed.  The nav sticks to the top of the page when you scroll down.  The underline is removed from the subheadings.  The fonts are added to the website so that they can be viewed on other devices.  Negative space is used to make the subheadings stand out more. |

# Document Owner

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| --- | --- | --- |
| **Name** | **Role** | **Date** |
| Katherine Rutter | Design and Tech Lead |  |