

IMY 320 Web Project – Student help site

Overview

For this project, you and your group are required to design and develop a website that allow students of any degree to seek help in their respective fields. Your website should aim to incorporate web trends that were discussed in class and be designed around **interactivity** and **user experience**.

A large portion of the marks rewarded for this project will be based on the creativity and uniqueness of the website.

For some inspiration, it is highly recommended for groups to look at www.awwwards.com.

Progress and Meetings

You will be required to provide three submissions over the semester to complete this assignment. Along with the submission you will also be required to meet with the lecturer, who will provide you with feedback and discuss your progress, challenges, and other developments that have happened along the way.

Phase 1: Research and proposal (30%)

During this phase, you are required to provide a **written** and **illustrated** document about the overall design of your website. You should be clear about the general look and feel of the website, the basic interactions schema and how you will achieve these results.

Research

To begin this process, conduct a short survey with students around the University of Pretoria. Inquiry about the student's degree and what kind of help would they seek/prefer/need. From the data collected create a list of five functional requirements for your website. These will be the main function and experiences you will be designing around.

Recommendation: Conduct your surveys using google forms or survey monkey, but directly ask the questions to your participants.

Proposal

Provide written documentation about the choices of design, the reasons behind these choices and other considerations that influenced the choices.

I.e. We picked red because red represents danger. We didn't pick blue because blue is not dangerous.

Along with your written proposal include illustrations, concept sketches, and other inspirations that led you to the final design.

Note: Think logically about what you need to create and what are the important element (pages) that you want to explain in your document.

The proposal does not have to be a highly technical document, but structured and informative enough for readers to make an informed critical assessment of your design. A reminder that this document is a **formal proposal** and will be required to follow any existing design proposal format. It will also be a requirement to provide sources to support your claims within this document.

I.e. We picked red because red represents danger (Jeff 1992).

The proposal will be following the format set by the University of Toronto (Gina 2003).

For this phase, you are not limited to academic resources, resources such as websites, blogs, magazines and other industry channels are also welcome. To reference a resource, use the Cardiff Harvard referencing style.

Note: remember to attach the survey data you've gathered. You do not need to append all your responses but rather the analysed data.

Here are some things to consider when creating your proposal document:

- What are you trying to achieve?
- What is your overarching theme?
- Include some market research on existing websites with similar themes.
- Iterations of designs (if there are).
- What is the site structure and how does it integrate?
- What are the key features?
- What is the image of the company? (your group)
- [Persona] Who are you designing for?
- [User task and user journey] What goals are you designing for?

Remember to section your document accordingly.

Other requirements

Throughout this project, as a group, you are each required to implement **version control** software within the development process.

*It is also very beneficial to use task-management software.

Create a repository following this naming schema: *IMY320_YourGroupName*.

Add your design proposal as the “readme” of the repository. You are welcome to use any version control platform/website. You are required to add the lecturer (*yanlauwong*) as a contributor to the repository to monitor your progress throughout the semester.

For submission, you are to upload a copy of your design proposal as a PDF on ClickUP and ensure the readiness of your repositories. The week following the submission booking slot will be open for feedback on your proposals.

Phase 2: The Prototype and Feedback (40%)

During this phase, your group is required to develop your final working website. The website should represent 80% of the completed product proposed within your first phase. All major interactions, transitions, and animations should be completed. Users should be able to grasp what the final product would look like and more so the style and feel of your product.

Along with this, you should secure a method to host your website online. Make sure your technology works with whichever hosting solution you wish to embark on. The URL of your website should be made available on your repository readme page (ensure this link is visible and easy to access).

Note: You are not required to purchase a domain for the project, any free URL provided by the hosting service is accepted. It is strongly recommended to be careful about how (if at all) the database is implemented as this would limit hosting options. You are allowed to simulate a working database using something like JSON and JS. The goal of the project is to design for user experience and interaction, you will not be assessed on your backend implementation or code cleanliness.

For submission, upload a document which holds the address of your **live website**. Feedback meetings will occur the week after the submission date.

Phase 3: Evaluation (30%)

The last phase will require you to complete a small **user experience** test with your **final** website. The assumption is that you have been designing with usability in mind so no usability test is needed. Recruit (no more than) ten participants to give you general feedback about your final website (use the UEQ provided). These participant does not have to be students or experts within the field. The evaluation should include feedback regarding their experience, what was well implemented, what they enjoyed, and what did not work well.

From the feedback you've received, generate a short conclusion (consumer impression) about your website. These interviews and questionnaires should be attached to the final upload. You **do not** need to make the necessary alteration to the website from the user feedback but document changes that would help improve the weakness identified.

The final submission will include uploading the conclusion document and a **pull of the latest repository** on ClickUP. Make sure your website is fully operational on its URL, inaccessibility will result in 0 for the final phase. Marking of the final site will be done within two weeks of the due date and you are welcome to remove the website afterwards (or keep it live forever).

A portion of the final % of your website will be given by **external evaluators** within the field. For outreach purposes, please imbed your contact details and the work you've contributed to the design.