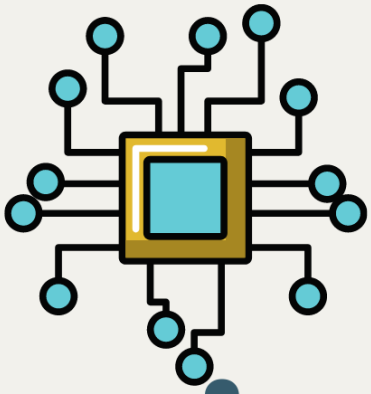


Design

E-Portfolio

Unit Title: Identity through culture

Global Context: Personal and cultural expression

Key Concept: Communication

Related Concept:Perspective

Statement of Inquiry: Sharing aspects of culture can enhance international-mindedness.

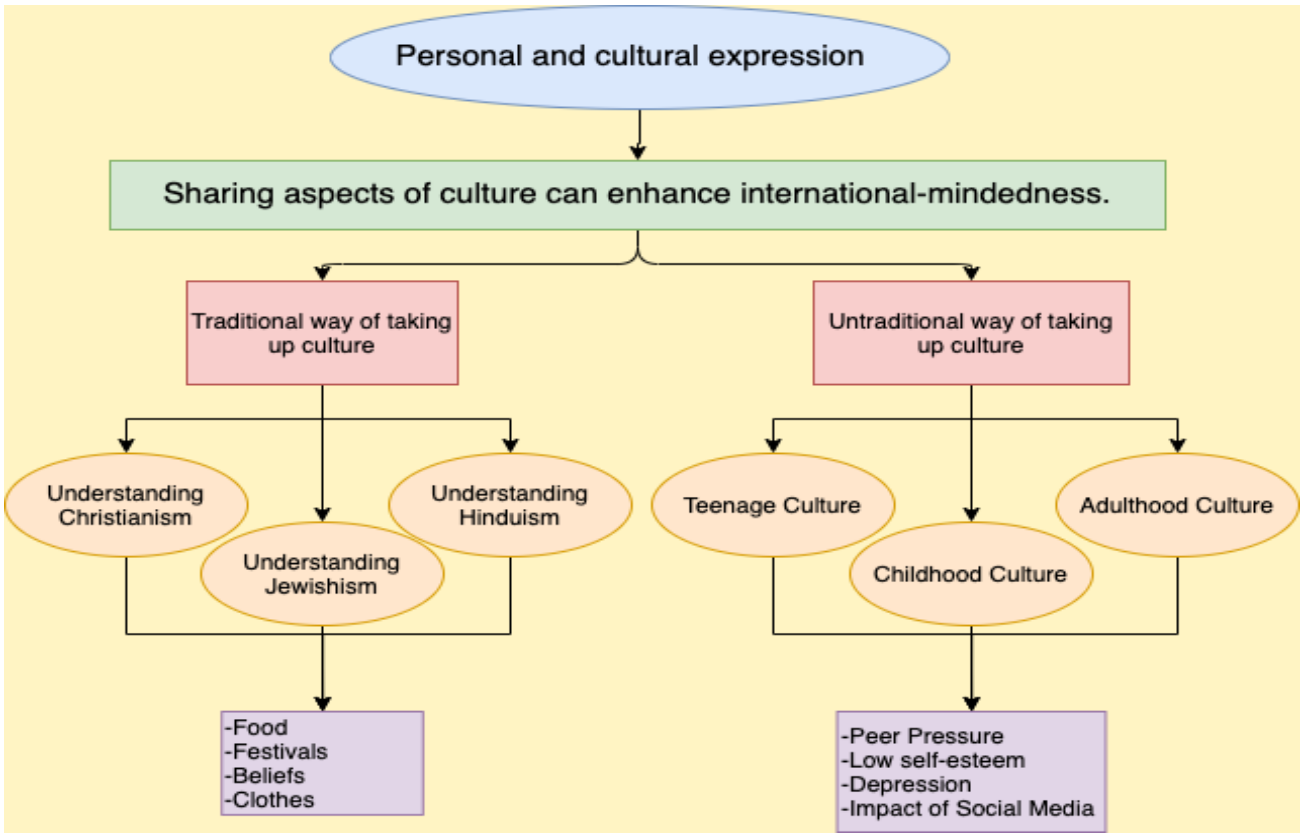
Student code- 006382-jtk011

Session- 2021-2022

Criterion A

Strand 1: Explain and justify the need for a solution to a problem for a specified stake-holder/target audience

My brainstorming of the Global Context(Mind map made with draw.io)



The Scenario: A parent cannot understand a teenager very well.[1] This generation of teenagers are going through a lot, this includes depression, low self-esteem, bullying, peer pressure, etc. 38% of individuals between the ages of 15 and 24 report that they have been pressured by their peers to drink beer or alcohol, 32% reported being pressured into having sex, 27% reported pressured to do drugs and 24% reported being pressured to smoke cigarettes by their peers.[2] This clearly indicates that peer pressure is a noticeably big problem for teenagers. These issues can lead to depression, low self-esteem, and suicides. Many teenagers have low self-esteem because of their appearance, gender, or body type. Depression is also a major aspect which comes under teenage problems and culture. About 20% of all teens experience depression before they reach adulthood. Between 10% to 15% suffer from symptoms at any one time.[3] From this we can infer that depression is also a profoundly serious and major issue amongst the teenagers of this generation. Teenagers go through a phase which is called puberty. Although parents have gone through puberty themselves, newer generations have found new ways to cope, which are difficult for parents to understand.

Target Audience: Parents of teenagers.

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[1] Experts, K. H. M. (Ed.). (n.d.). *A parent's guide to surviving the teen years (for parents) - nemours kidshealth*. KidsHealth. Retrieved November 10, 2021, from https://kidshealth.org/en/parents/adolescence.html

[2] *What does peer relationship mean? - findanyanswer.com*. (n.d.). Retrieved March 28, 2022, from https://findanyanswer.com/what-does-peer-relationship-mean

[3] *Depression symptoms in teens: Why today's teens are more depressed than ever*. Discovery Mood & Anxiety Program. (2021, July 28). Retrieved March 28, 2022, from https://discoverymood.com/blog/todays-teens-depressed-ever/

Justification of the Target Audience: Teenagers are changing day by day and it is getting harder for their parents to recognise and understand them. The target audience which I have selected for my product are parents of teenagers. I have selected this target audience because I would like to make parents of teenagers aware about the teenagers of this generation and what all they have to go through. I took a survey (Appendix A1.a) from the target audience in which I found out that 70% of the parents of teenagers don't understand what it is meant by youth culture. From this it's clearly evident that parents aren't aware about how their children are living in this generation. It was also found out that 75% of the parents have noticed many differences in their child's behaviour which they are not able to understand. (Appendix A1.b) This indicates that there is a need for the parents to understand what youth culture is so they can understand their children. Therefore a product which spreads awareness about youth culture will be perfect for the selected audience as it will make them aware about this conflict. Once they are aware, they can help their children who are going through mental health issues. According to the survey conducted (Appendix A1.c), 75% of the parents prefer a website as the product of the solution. 15% of the target audience prefer a booklet and 10% of the total target audience prefer a video as the product. As majority of the parents want the product to be a website, the final solution will be a website. Later another survey was conducted for further research purposes (Appendix A3)

Stake Holder: Mrs. Harsh Chawla, a concerned mother of a teenage child.

Justification of Stake holder: I have chosen Mrs Harsh Chawla as a stake holder as she is concerned mother who is looking out for her child but she is unable to understand his behaviour. An interview was taken from the stake holder (Refer to Appendix A2) in which she was asked questions about how her child at home behave. In the interview it was found out that Mrs Harsh Chawla has been noticing mood swings in her child. She said that her child is happy at one moment and then after sometime the child becomes sad or angry. She also mentioned that this really worries her. She tries her best to help her child but it does not work. The stake holder also said that her child is a little lonely these days which makes her sad. She tries her best to help him interact and socialise with others but it is never affective. The stake holder has requested for a product, either a website or a video which will make her aware about teenage culture so she could help her child get through this stage of life.

Solution: A website that spreads awareness on various aspects of teenage culture.

Justification of Chosen Solution: The solution to the problem which has been identified above is a website that spreads awareness on various aspects of teenage culture. The website will include aspects such as peer pressure, low self-esteem, depression, and impact of social media. These are a few of the issues which teenagers go through in this generation. The reason a website would be the best is because only a mode in which I can include the amount of information which I want to display. A video and an app can only display extremely limited amount of information, however a website can display more. An app can also be hard for my target audience to navigate, therefore a website would be the best mode. Exceedingly long videos become boring after a while, thus a website would be the best mode, as it can display the amount of information I want it to, it will be easy to navigate and it will include enough visuals to keep the website interactive with the target audience.

The relation between Solution and Scenario to S.O.I. and Global Context: The global context "Personal and cultural expressions" tells us about how people share their beliefs, identities, and values to the society. Then it can further focuses and explores on the social constructions of reality, philosophies and way of life and belief systems. We can derive this all from the term "personal and cultural expressions" itself. In my portfolio, I can relate it directly to teenage culture as how it is way of life and how teenagers are living a specific way, changing themselves due to society. The Statement of inquiry in this unit is, "Sharing aspects of culture can enhance international-mindedness." The statement of inquiry has a direct connection with my product as the basic purpose of my product is to share aspects and spread awareness about teenage culture. Sharing aspects of teenage culture can enhance international-mindedness amongst the parents of teenagers.

This means that my product can make the parents of these teenagers aware and open minded towards teenage culture. This is how my product has a direct relation with the statement of inquiry.

<u>Strand 2:</u> Identify and prioritize the primary and secondary research needed to develop a solution to the problem

Research Plan				
Research Question	Priority	Type of Research	Relevance of research	Date of Research
Content				
What is youth culture?	1	Secondary Research: Research on the web related to youth culture	Through this research, I can understand the topic myself. This can help me in writing the content for my website as well as in understanding the topic better.	18/11/21
What all aspects of teenage culture should I cover in my website?	2	Primary Research: Interview with stake holder. Secondary research: Research on different aspects of teenage culture.	Through this research question, I can understand the stake-holder's expectations of the product and with my secondary research, I can look for what I can add from my side to the product.	20/11/21
How does bullying affect a teenager's self-esteem?	3	Primary Research: Interview with a counsellor. Secondary research: In-depth research on the internet.	Through this, I can understand a bit of the psychological aspect on one of the main reasons for which I am making this product. Self-esteem is a huge aspect of youth culture, and it is important for me to understand about it.	22/11/21
What are the effects of peer pressure on teenager's behaviour?	4	Primary Research: Interview with a counsellor. Secondary research: Watching documentaries or case studies	Through this again I can understand of the psychological aspect on one of the main reasons for which I am making this product. Peer pressure is another huge aspect of youth culture, and it is important for me to understand about it.	25/11/21
How does addiction of social media effect teenager's behaviour?	5	Primary Research: Interview with a counsellor. Secondary research: In-depth research on the internet.	Through this research question, again I can understand a bit of the psychological aspect on one of the main reasons for which I am making this product. Social media and teenage behaviour is another huge fact of youth culture, and it is important for me to understand about it.	27/11/21
How does social media affect a teenager's self-esteem?	6	Primary Research: Interview with a counsellor. Secondary research: In-depth	Through this research question, again I can understand a bit of the psychological aspect on one of the main reasons for which I am making this product. Social media and its impact on self-esteem is another huge fact of	30/11/21

		research on the internet.	youth culture, and it is important for me to understand about it.	
Aesthetics				
What colour scheme will be user friendly for my target audience and make my webpage look appealing?	7	Primary research: survey on target audience. Secondary research: In-depth research on the internet.	Colour lets us view and display photographs more effectively than colourless (black and white), which will help in leading to improvement of awareness and help inspire customers to act. A good colour scheme will have the attention of the stake-holder's and target audience, and thus strengthen their engagement and help in understanding the topic. If not following a paint scheme, then use plenty of pictures or images which may have the same purpose, too.	01/12/21
What features of software could be used in the website to enhance the UX and make the website most attractive?	8	Secondary research: In-depth research on the internet.	User experience (UX) is critical because it attempts to meet the needs of the customer. It aims to have meaningful interactions that make the product loyal to consumers. So am required to work on the UX and I should research on the IDE and find interesting features.	03/12/21
What type of images and/or videos can I embed in my website?	9	Secondary research: In-depth research on the internet.	Videos and photographs are valuable visual devices. That can be used to help in the understanding of the visitors or users. Including images and videos are particularly important as it will keep the website interactive.	04/12/21
Should there be a hover effect navigation and search bar?	10	Secondary research: In-depth research on the internet.	There are certain features in a website which are used to help the user navigate themselves, and for keeping the website	08/12/21
Technical Skills				
Which Integrated Development environment (IDE) Software could help me create a professional looking website? Which languages can I use to code the website?	11	Primary research: Interview with a web developer Secondary research: In-depth research on the internet.	I need to know which software I can use to edit my video I will also need to check if the IDE is available for me to use, as there are some software's which are un available for MacBook.	11/12/21
How should I add a hover effect on buttons?	12	Primary research: Questionnaire with technical expert. Secondary research: In-depth research on the internet.	Many professional websites have many effects which are used to make the website interactive. One such commonly used effect is the hover effect. Whenever out cursor hovers over a button, or image, the button background colour changes or something in the button changes, that is when we know a hover effect is used. To make my website	12/12/21

			professional and interactive, I will need to use such features.	
What kind of widgets can be used?	13	Primary research: Questionnaire with technical expert. Secondary research: In-depth research on the internet.	A widget is an aspect of a GUI that offers a particular way for a user to communicate with an application. An interactive widget can help my website be more supportive to the target audience.	12/12/21
Aesthetics				
Which font and font size should I use to make the text of the website reader friendly?	14	Secondary research: In-depth research on the internet.	Research on the appropriate font size as it should be readable by my target audience and stake-holder.	12/12/21
Should I have a logo for my website?	15	Secondary research: In-depth research on the internet.	In order to connect with my target audience more effectively, I think that the website will require a logo, I will research on the impact of a logo of a website.	12/12/21

<u>Strand 3:</u> Analyses a range of existing products that inspire a solution to the problem in detail

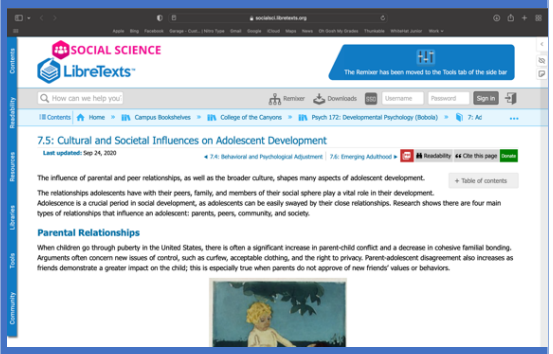
Note: I would analyse existing products based on ACCESS FM, but the cost and size will not be evaluated because it is not feasible when evaluating web pages.

<u>Product analysis 1</u>

Name of product: Cultural and Societal Influences on Adolescent Development

Type of Product: Website

Link of the product: https://socialsci.libretexts.org/Courses/College_of_the_Canyons/Psych_172%3A_Developmental_Psychology_(Bobola)/07%3A_Adolescence/7.5%3A_Cultural_and_Societal_Influences_on_Adolescent_Development



Brief/ Description: This is a highly **informative website**. It covered various stages teenagers go through which includes parental relationship, peer relationship, romantic relationships, community, society, and culture. **Statistics were used throughout the website which makes the website credible enough.**

Aesthetics: There are **very less images** inserted in the website. The colour scheme of this website **is not a suitable selection of colour combination**, as there is a **lot of "white spaces"** in the website. The website also has **terrible navigation**, as there **are 2 navigation bars** and it is making it hard for the user to find his/her way to another page. There is **some use of icons** in the title of the website which is giving the title an appealing look. The website designer has **emphasized many words** throughout the websites, which is immediately attracting the users attention.

Customer: The target audience for this website is **teenager's parents** as it explains all the various stages teenagers go through and gives a brief understanding of what each different stage is and explains how a

teenager can change throughout that stage. Furthermore this website uses a **complex level of vocabulary**, which justifies that this website targets parents and the older generation.

Functionality: The basic function of this website is to **spread knowledge to the target audience** about the **various aspects of youth culture**. The website is successful in fulfilling its functionality as it contains a **lot of information and content** related to the several aspects and sub- topics which lie under the vast topic of teenage culture.

Safety: The factor of safety also comes in play while analysing a website, like is it being biased or if its having a very direct and narrow minded opinion. I do not think this website had anything related to that, it explained the various stages of the youth culture in a **very generic manner** which makes it a completely **safe website**. It does not focus on anyone'**s** view.

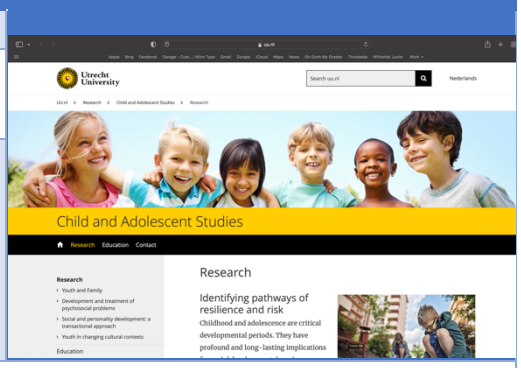
Inspiration Drawn: This website is a highly informative in terms of content Aesthetically, there are some negatives and positives, one such negative was that the website has used limited visuals another one was that there were 2 navigation bars used which makes the website harder to navigate, and one positive was that the designer bolded key words in the website which shows emphasis on important words and is attracting the viewers eyes. The key takeaway can be that for good navigation and a simple user friendly Interface, I should keep one navigation bar and should look for a better colour scheme and bold words which are important.

Product analysis 2

Name: Child and adolescent studies

Type of Product: Website

Link of the product: https://www.uu.nl/en/research/child-and-adolescent-studies/research



Brief/ Description: This is a website which has very **brief information on several types of surveys and tests conducted to understand the behaviour of teenagers.** The content writer has used **ethos and logos**, not to persuade but used them as a method to share the information. The content given on **this website is full of evidences and credibility.**

Aesthetics: This is a very **aesthetically appealing** website with a **clean User interface** which makes the website **user friendly.** There is a banner right at the top with a **high quality image used**. Many **icons have been used in this website**, making it user friendly and aesthetically attractive. A decent number of images were inserted in the website. We can say that the **text-image ratio was equivalent**. The negative of the **images were that they were not really relating directly to the text**. The **hover effect** has been used in the **navigation bar which is interactive** with the target audience.

Customer: The customer/ target audience for this website are **teenager's parents who are studying the change in behaviour** as it explains all the changes occurred through **the modes of report results.** Furthermore this website uses a **higher level of technical jargon**, which justifies that this website is targeted towards the elders who are studying changes in teenagers.

Functionality: The basic function/purpose of this website is to **spread knowledge** to the customer/target audience about **the various aspects of teenage/ youth culture**. The website is successful in fulfilling its functionality as it holds a lot of information and content related to the various aspects and sub- topics which lie under the vast topic of teenage culture.

Safety: When analysing a website, the aspect of safety comes into play to some level, such as if it is biased or has a very direct and narrow minded perspective. I do not believe this website was about that; instead, it was about discussing and analysing various papers, research, and reports; it was more of a **factual website**. It has also given other test results, indicating that this **website is credible**.

Inspiration Drawn: There were many positives and negatives in this website. The highlight of this website was the text- image ratio. There were **enough images used** which made it aesthetically appealing. Another positive was **the banner used** at the top of the website. **Icons were used which made the website**

interactive for the viewer. A negative of the website could be that the **images were not really relating to the text.**

Product analysis 3

Name: Dealing with Peer Pressure

Type of Product: Video

Link of the product: https://www.youtube.com/watch?v=dL5W5-gvlBE

Brief/ Description: This is a video which talks **about what peer pressure means in depth with different examples.** It also gives a brief account on how a person can overcome peer pressure. The video talks about **overcoming peer pressure by listing and then explaining various examples** such as checking in with yourselves, evaluation friendships etc. The usage of animated characters to explain this topic is an **effective way to keep the target audience engaged.**

Aesthetics: The video has a large scope because of the various transitions used after every scene. Additionally the usage of **different colours in every scene** is also making the video aesthetically pleasing. The usage of animated characters is a great way to **grab the target audience's attention.** A **huge variety of fonts** have been used for the text in every scene which has an impact on the aesthetics of the video. The visuals used in the video are of **high resolution and are of exceptional quality**.

Customer: This video intended for **teenagers** as those are the people who are most likely to **go through peer pressure in this generation.** It's important for them to tackle these issues.

Functionality: The function of this video is to **make teenagers aware about some common problems** they will face and how they can overcome them. This video specifically talks about peer pressure.

Safety: This video is very safe as it does not show anyone's opinion, its **giving an overview of possible solutions to take while dealing with peer pressure**. While doing so, the film producer has said the possible solution as per herself and her opinion, but most other sources do have the same solutions, so this video cannot be considered biased, and is safe for the viewer to watch.

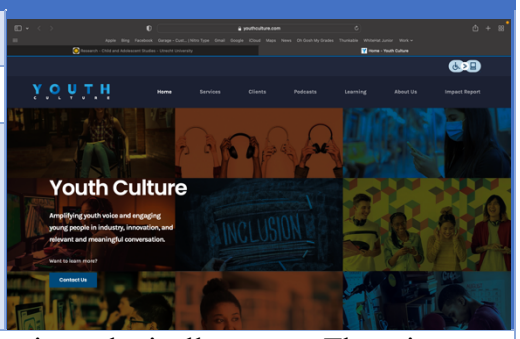
Inspiration Drawn: A takeaway from this video is that the website I will be making should **have high resolution images and detailed content** just like this product.

Product analysis 4

Name: Youth Culture

Type of Product: Website

Link of the product: https://youthculture.com



Brief/ Description: This is a very **informative and aesthetically strong** website. It is a website which consist of **doctor's opinions on the topic of youth culture** and giving a few ideas of how a teenager transforms and if it is a positive or negative change. **It has a very scattered User interface, which makes it user friendly**.

Aesthetics: Many features have been used in this website which makes it aesthetically strong. There is a **background image** right when the website opens which gives a good first impression of the website. A lot of **animations and features were used**. The **hover effect** was used at quite a lot of places, in the navigation bar, the buttons, etc. Another eye-catching feature used was while scrolling down the website the text slides in. The website has an **eye-catching logo**. There could be a problem for the target audience to navigate through the page, as there is too **much information on this website**. There is different hyperlinks and subtopics in the home page and the navigation bar. **The text- image ratio was in proportion**

Customer: The customer/ target audience for this website is **teenager's parents** who are trying to understand the change and asking **for a doctor's opinion** on this **change in behaviour** as it explains all the

changes occurred through a different doctors perspectives. Furthermore this website uses **podcasts to share their message, and the current generation is one of the furthest thing from listening to a podcast**, so it would be targeted towards the **older generation** and thus justifies that this website is targeted towards the elders who are understanding others perspective on the changes in teenager's behaviour.

Functionality: The basic function/purpose of this website is to **spread knowledge** to the customer/target audience about the **different doctors opinions on the topic of youth culture**. The website is successful in fulfilling its functionality as it contains a lot of information and content related to the different **doctors opinions, it consists of different podcasts of interviews with doctors.**

Safety: This website is **unsafe** as it is sharing **different doctors perspective on the problem of youth culture**. **Different psychologists** are giving **their view** on what youth culture is and how it can be a problem, from their perspective, it is not a generic perspective and **may not be applicable to all teenagers so this website would not be very safe for a user to refer to.**

Inspiration Drawn: This website was **aesthetically strong but weak content wise**. It has **many technical skills used and the colour scheme was in contrast with the website**. The banner, the hover feature and text slide in feature made the **website interactive**. On the other hand, the content was not so great. It was **opinion based content,** as it was different psychologists and doctors sharing their point of view on the situation.

Product analysis 5

Name: VeryWellFamily

Type of Product: Website

Link of the product:
https://www.verywellfamily.com/startling-facts-about-todays-teenagers-2608914

Brief/ Description: This is a very **simple website**, describing the **10 social issues which teen struggle with in today's world.** Content wise it was **highly informative**. All the **titles were bolded**. The website has a **print website feature.**

Aesthetics: This website is aesthetically **extremely poor** as there is **no visuals used**. It is **full of text**. There is a **lot of "white space"** in the whole website. It is a **plain website with a poor colour scheme**. The text **alignment is not balanced**. The one good thing of this website's aesthetics was the **hover effect in the navigation bar.** No icons were used for easier navigation.

Customer: The target audience for this website are **teenager's parents who are researching on the change in a teen's behaviour** as it explains all the changes occurred through the **modes of report results.** Furthermore, this website uses a higher level of technical jargon, which justifies that this website is targeted towards the elders who are studying changes in teenagers.

Functionality: The basic function/purpose of this website is to **spread knowledge** to the customer/target audience about **the 10 problems which teenagers face**. The website is successful in fulfilling its functionality as it contains a lot of information related to the topic of the website.

Safety: When analysing a website, the aspect of safety comes into play to some level, such as if it is prejudiced or has a very direct and narrow-minded perspective. **I do not believe this website** was about that; instead, it was about the many **tests and reports conducted on teens for research data**. Another reason this website is secure is because it **has references to all the sources it uses, giving it credibility and making it reliable.**

Inspiration Drawn: This website was **aesthetically poor**, so an inspiration which I can derive is that I should have an **attractive colour scheme** and I should **use images to make my website interactive** for my stake-holder and target audience. A positive inspiration which I can take is that the content writer has **cited all his work and all the content** which he has taken from different websites which has been cited at the bottom with the **help of footnotes**.

Strand 4: Develop a detailed design brief which summarizes the analysis of relevant research.

Summary of findings:

Primary Research:

I had interviewed a Technical Expert, Kartikey Chawla who currently a senior engineer in Prolific (Appendix A.4), While interviewing (Appendix A7), the technical expert, it was found out that a login/ signup page could help in making my website look more professional. While on the topic of login/ sign up pages, I asked him on how I should host my Database. He said that it depends on me, if I am new to Database hosting and management, he recommended me to host it with Google Firebase but if I have past knowledge on hosting a Database, the better option is to set it up with SQL. The technical expert also mentioned that its necessary to add widget to the website for it to be more interactive with the target audience. Along with that, it was found out that for a more professional website, the hover feature should be used as many places as possible. Lastly, I had asked about if the hover should be use in the navigation and search bar, and the expert responded with, "It depends on the target audience if you are looking for a young target audience, then you should go for a hover feature in the navigation and search, but if you are looking for an older target audience, then keep it simple for navigation". With this interview in place, I have learned about a few skills which I can use for my website and which will help me in making my website look professional.

An interview from a psychologist, Ms Utkarsha Jagga who is currently a Head psychologist in The Coping Central (Appendix A.5). In the interview (Appendix A.6), it was found out that bullying can impact a teenager's belief in themselves, make them feel isolated, and induce feelings of guilt and shame. From the interview it was also found out that peer pressure can impact teenager's decision making patterns which can impact the way they explore their identity. The psychologist believes that social media, if not consumed responsibly, can impact the way teenager's perceive the real world as social media often presents a very curated picture of our lives which might not even be a true representation. It can induce social comparison, self-esteem issues, and encourage unhelpful behaviours. Additionally the psychologist talked about how social media can affect a teenagers self-esteem. According to her, social media impacts a teenager's self-esteem because of an untrue or an unrealistic representation of one's life on social media, it can make anybody feel like they're not doing good enough. As feelings of self-doubt and not being good enough arise, they might negatively impact a teenager's self-esteem.

Research based on analysis of existing products:

While analysing different products, I picked up both positive and negative features of different websites, with that I made a list of what all positive features I must add to my website and what all negative features which I should not add. My website should have an attractive colour scheme to make it look aesthetically pleasing. Components like image banners and logos should be used to make it look attractive just like the websites analysed above. Also the content in my website must be relevant to the topic and the visuals unlike some websites analysed in strand 3. Additionally the content and information in my website should be fact based instead of opinion based. The information on my website should be justified and explained in detail. Along with that, my website should contain many technical components to make it user-friendly and attractive just like some website analysed. I can add features like the hover feature in my website to make it more interactive. Finally all the websites I referred to while writing all the content should be cited at the bottom with the help of footnotes.

Secondary Research:

My Target Audience is parents of teenagers and as per Design Mantic Blog[4], 30–40-year-old women and/ or men would be attracted to the colour Oxford Blue, Powder Blue and Earl Grey, and women are attracted to Dull magenta, Emerald green, and Heather purple, when the user inserts his/her gender, I can make the User Experience according to the user's input. Also a survey had been taken for recommended colour schemes. 60% of my target audience prefer a light coloured subtle colour scheme. As per research, I found out that Adobe Dreamweaver is the rank 1 profession web page developer. There are many languages which I can code with, but I think I will work with Hyper Text Mark-up Language (HTML), Cascading Style Sheets (CSS) and JavaScript (JS). HTML will help in coding the content of the website. CSS will help in designing the website. JavaScript will help with giving actions.

Adobe Dreamweaver is a well-known app that allows users to directly write their website design without knowing anything about programming, because the programme uses a combination of visual and HTML editing, it should not be too difficult to learn for most people. User experience (UX) is critical because it attempts to meet the needs of the customer. It aims to have meaningful interactions that make the product loyal to consumers. So am required to work on the UX and I started on researching about different Adobe Dreamweaver features and found out many interesting features. Adobe has a bifacial feature in which we can edit on the live preview of the website and the software will code as per what we would like to display on our finale website. Inside of UX a huge aspect of widgets can come within.

I can add widgets to make my website more attractive and it will also help in enhancing the UX of the website. In the website, I can embed news channels in a widget and/ or add external links on the right-side draw navigation. My website will have a basic Login/ Signup page made with a Google Firebase for storing information which the user will input. A database is an organised collection of data from a computer device, usually collected and retrieved electronically. Where databases are more complex, formal design and modelling techniques are also used to develop them. Along with that, it will have a profile page, where a user can view her/ his details and edit them. Many professional health apps mostly have a signup or login page through which people can subscribe and get the newsletter or to join the 'family' for example, Apple Health. So, I can make a database, php files etc. For making it I will need to create a database, code for its login and signup, etc.

Since each font is like a distinctive suit, it is fair that each would have a different function or goal. The most professional font to use Rubrik[5] as it is also used for purposes such as UI designing. Videos and photographs may be valuable visual devices. That can be used to help in the understanding of the Website User. Including images and videos in especially important as it will keep the website interactive. Appropriate images are required for my website to be user friendly and keep the website interactive.

Design Brief:

Teenagers are changing day by day, and this change has various reasons. After conducting surveys and secondary research, I have decided that a website would be the most appropriate mode of communicating the solution. I will be designing a website which contains information and basic aspects of youth/ teenage culture. The website will include aspects of youth culture such as understanding of youth culture, peer pressure, self-esteem, Social Media and Teenagers, effect of social media on teenage behaviour and a contact us page. This product is being made for teenage parents who are having problem understanding a change of behaviour, and a sudden disconnect. This solution will be a great resource for them to understand this change as the website will include most of the aspects which lead up to change in behaviour. This

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[4] 31, A. on O., 22, E. M. I. on D., 18, E. B. on D., 10, baleigh on N., 1, C. R. on D., Pierce Everett Nostrand on April 26, 29, J. on A., & 22, P. on J. (n.d.). *Age and gender color preferences: DesignMantic: The Design Shop*. DesignMantic. Retrieved December 24, 2021, from https://www.designmantic.com/blog/infographics/age-and-gender-based-color-preferences/

[5] *New Rubrik from Newlyn*. New Rubrik | Adobe Fonts. (n.d.). Retrieved December 25, 2021, from https://fonts.adobe.com/fonts/new-rubrik#recommendations-section

product will also be used by my stake-holder who is trying to connect with her child but is unable to identify the problem. The product will have a light colour scheme as requested by the target audience (refer to appendix) as well as in-depth secondary research taken on attractive colour schemes. The website will be hard coded on a professional software, Adobe Dreamweaver.

Criterion B

Strand 1: Develops detailed design specifications, which explain the success criteria for the design of a solution based on the analysis of the research

Design Specification	Justification/ Relevance	Success Criterion
	Aesthetics	
The images to be inserted should be edited on Adobe Photoshop and videos (if added) on Adobe Premier Pro.	To engage the customer, it is vital to create an attractive website with high-quality photographs and. These images will be edited using Photoshop software, which is a professional image editing tool widely used for image editing. The videos will be edited using Premier Pro a software, which is a professional for video editing tool.	Met – The images and videos used in the website have been edited using a professional software Not Met – The images used in the website have not been edited and are raw and of poor quality
A light colour scheme should be used with appropriate balance of colours.	An attractive colour scheme is a necessary component of a website, since it can draw the user's attention to the basic elements of the website and allows them to process and understand the content better.	Met – The website has a light colour scheme Not met – The website has a dark colour scheme
The font of the text should be Rubrik and the font size should be 16.	Research was taken to see which font looks most attractive, going through different websites, I compared the fonts of the different websites and found out that it uses Rubrik font was commonly used throughout different websites.[6]	Met – The font size of the content in the website is 16 and the font is Rubrik Not met – The font size of the content in the website is anything but 16 and the font is Rubrik
The inserted images embedded should be of high quality.	High-quality photos and videos will help in making an interactive website that looks impressive and professional; they must also be obtained from professional sources that have to be credited with providing these photos.	Met- The images that have been inserted in the website are of high quality and resolution Not met – The images that have been inserted in the website have a low resolution
The image text ratio should be in proportion.	Every good website has a balance of images and text ratios. My website will have enough amount of visuals to balance the ratio with the text.	Met – There are equal amount of images and text in the website. Not met – The image-text ratio is not proportional
	Technical Features	
The website should be coded on a professional	From research, it was found that Adobe Dreamweaver is the most appropriate software that can be used to code a website, as it	Met – The IDE used to design and code the website is professional like Adobe Dreamweaver

[6] Fonts, F. (2021, October 8). *Rubrik font family*. All Free Fonts. Retrieved March 22, 2022, from https://www.allfreefonts.co/rubrik-font-family/

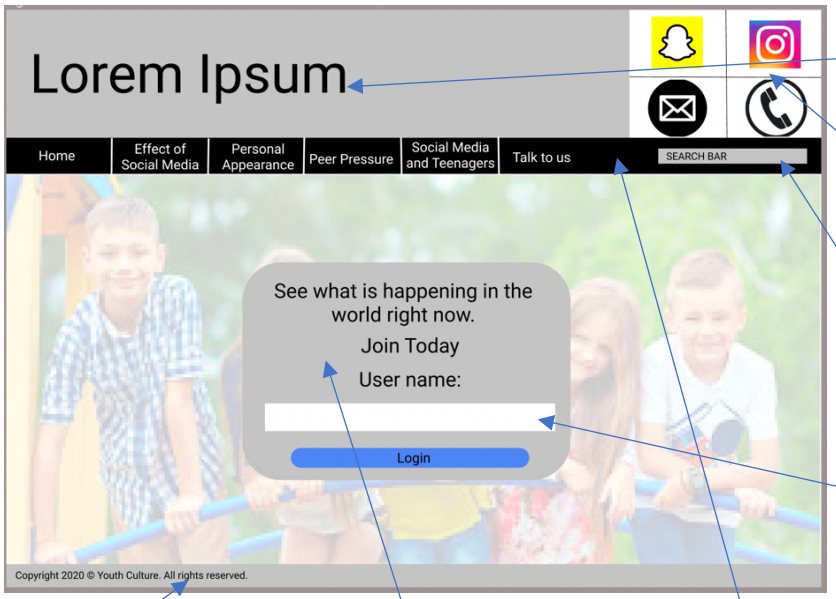
Integrated Development Environment (IDE).	facilitates the development of custom pages, enabling higher technological skills to be used compared to other website developing platforms.	Not met – The IDE used to design the website isn't professional and is very basic
There should be a logo added to the website which is self-designed on Adobe illustrator.	My website will be more appealing and aesthetically better with a logo. Adobe Illustrator will be used to design this logo.	Met – The website contains a logo which is made using Adobe Illustrator Not met – The website doesn't contain any logo
There is an animation added to the website which is self-made on Adobe Animate.	My website will be more appealing and aesthetically better with an animation. Adobe Animate will be used to design this logo. I will be creating an animation of a lonely child, to give a bit of the feel of what teenagers face these days.	Met – The website contains an animation which is created using Adobe Animate. Not met – The website doesn't contain any animation
There hover effect must be used multiple times throughout the website.	For my website to be technically strong and interactive, the use of high level features is important. One such feature commonly used is the hover feature, which I will be adding on my website.	Met – The hover feature has been used multiple times throughout the website Not met – The hover feature hasn't been used in the website
There will be a responsive Login Page in the website.	In order to store information a database must be created to store the information which can later be derived for other functions. I will create a database to store the users information and it will keep the information safe and only accessible to people who have access to the password.	Met – The website contains a responsive login and signup page which is linked to google firebase. Not met – The website doesn't contain a login and sign up page.
There will be a chat bot in the website which helps the user in understanding a few features.	An underrated technical feature is a chatbot feature, a few website's have a chatbot which solves peoples doubts. I think a pretrained chat bot could be a very useful feature for my website.	Met – There is a chat bot in the website which will help the user understand a few features Not met – The website doesn't contain any chat bot
There should be a scrolling image banner which helps making the website interactive with the user.	To make the UX of a website it is important to take other website as inspiration. I took inspiration from different websites where I saw that there was a slideshow of images which automatically change which is attractive for the user.	Met – The website has a scrolling image banner which contains images of different aspects of youth culture Not met – The website doesn't contain any image banner
	Content	
There must be at least 6 pages to the website, which include various factors of teenage culture.	In order to prevent being overwhelmed with content, the app must include information on a number of topics that have been previously listed and, thus, it is important to use several tabs for the same reason. Therefore, a minimum of six tabs shall be used on the app, because the information I wish to include on the app belongs to six categories.	Met – There are at least 6 webpages which contain information on youth culture Not met – The website contains less than 6 webpages

The content of the website should be very informative and discuss the topic in depth.		Met – The content in the website is very information and has been discussed in depth Not met – The content in the website is very basic and hasn't been discussed in depth
The content of the website should be self-written and original.	Originality is utmost important when it comes to writing the content of the website. The website won't contain any plagiarised information. There will be no information repeated on the website.	Met – The content of the website is original and no plagiarism has been found Not met – The website contains plagiarised content
Timeline		
Completing my website by maximum 20th February 2022	Keeping a deadline for my project is utmost important or else, the task will keep getting delayed, so I have kept my project deadline to be the 20th Feb.	Met – The website has been completed by 10th February 2020 Not met – The website hasn't been completed by 20th February 2020
Tools used		
Using Adobe Photoshop, Adobe Illustrator, Adobe Animate, Adobe Premier Pro and Adobe Dreamweaver for my Final website	For creating the best product, various tools are required for making aesthetically appealing. I will be using Adobe photoshop and premier pro for making the visuals of my website looks of top quality and Adobe illustrator for creation of the logo. Lastly Adobe photoshop as a professional Integrated Development Environment for coding my website.	Met- Various tools are used for making my website look appealing. Not met- None of the tools are used for making my website look appealing.
Output		
A highly informative website which has a handful of technical skills and has good aesthetics.	Through the survey taken from the target audience, it was found out that majority of my audience prefer a website as a resource for understanding the problem. Moreover, from the interview taken from the stake holder for which the stake holder had mentioned that a website was preferred.	Met – The output format of the product is a website Not met – The output format of the product isn't a website

<u>Strand 2</u>:Develop a range of feasible design ideas which can be correctly interpreted by others.

<u>NOTE:</u> *The Designs were all made on Figma, a User-Interface design platform where the wireframe tool is used to make the website UI designs. The Websites designs do not use the font Rubrik as it was unavailable on the wireframe. The text inserted is in the lorem ipsum type, which is dummy text, which will not be included in the final product. Also, the same Images shall not be included in the final product and have been used for a general understanding of what they will look like.*

Design Idea 1: A basic design idea with a grey color scheme, the designed pages show a live chat room, a login page, a home page, and an information page. I have not repeated the annotation of the header and footer as it is repetitive.



Heading of the website

Social media hyperlink icons.

Search bar

This is a user input where he/ she can enter his/ her username

Copyright claims

This is a basic widget.

Navigation bar for easy navigation between different pages

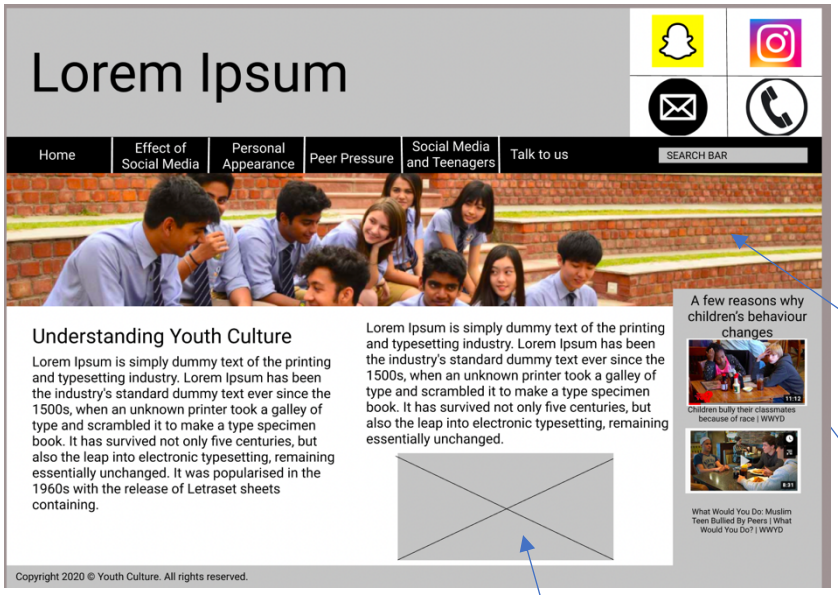
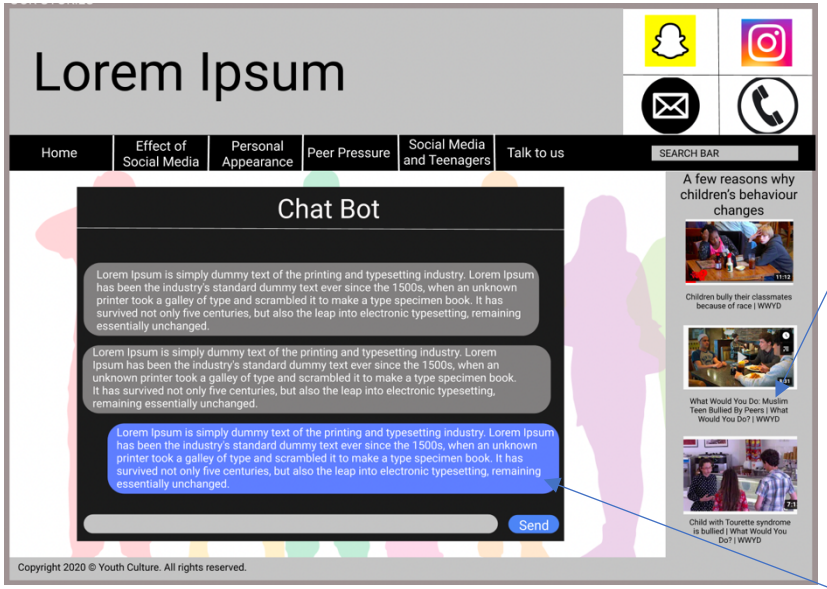


Image banner

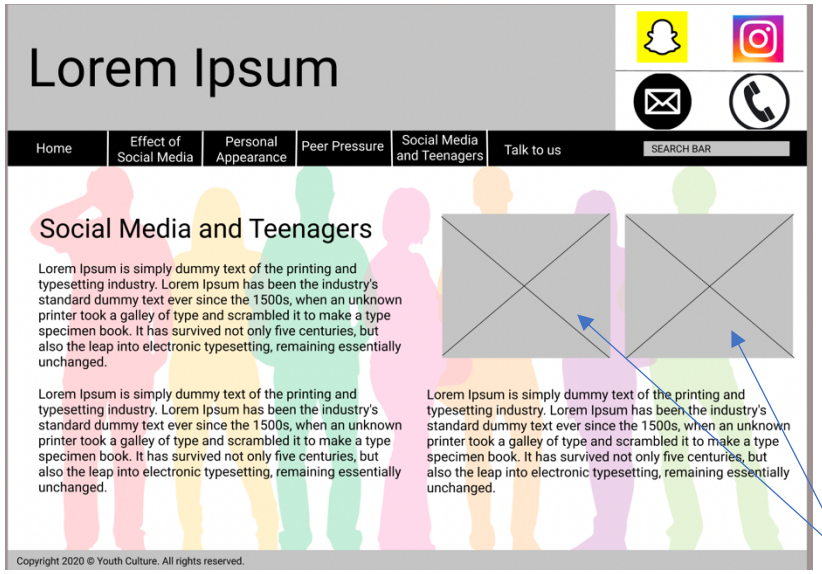
Embedded videos

This is a placeholder representing an image



Embedded videos showing examples of bullying

Interactive chat bot.



Placeholder representing an image

Design Idea 2: A basic design idea using a blend of a white, blue, and orange color scheme, the designed pages show a home, understand youth culture, peer pressure and contact page. I have not repeated the annotation of the header and footer as it is repetitive.

006382-jtk011

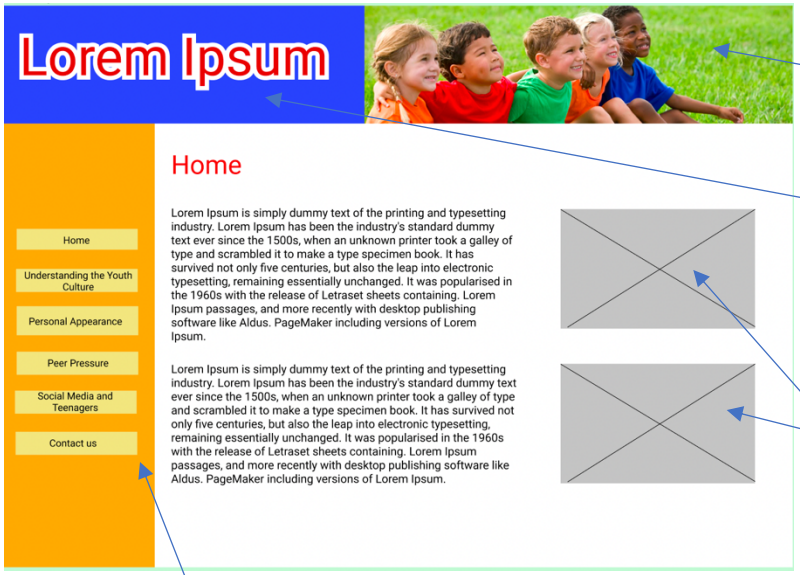
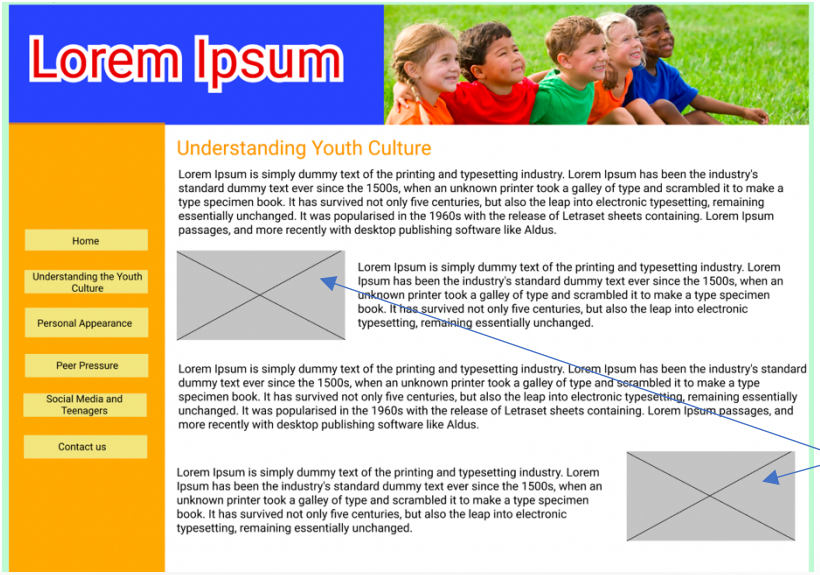


Image banner.

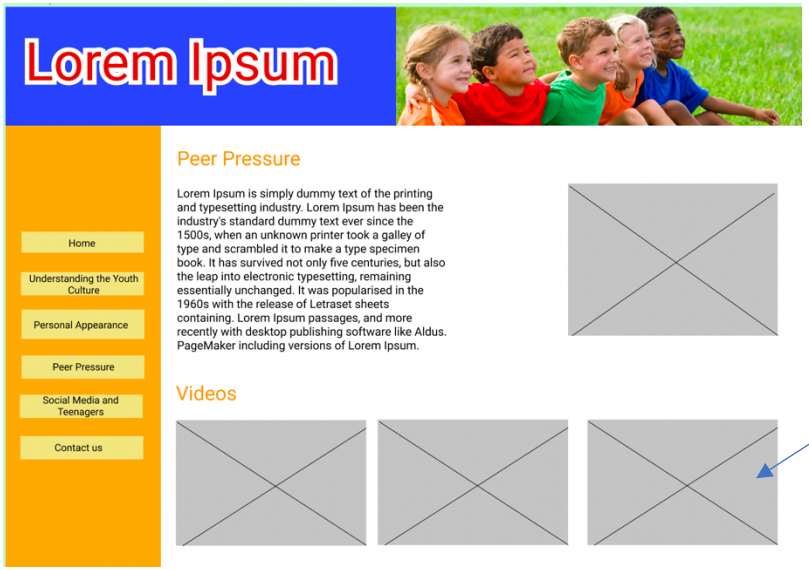
Website Heading

This is a placeholder representing an image of children playing bullying each other

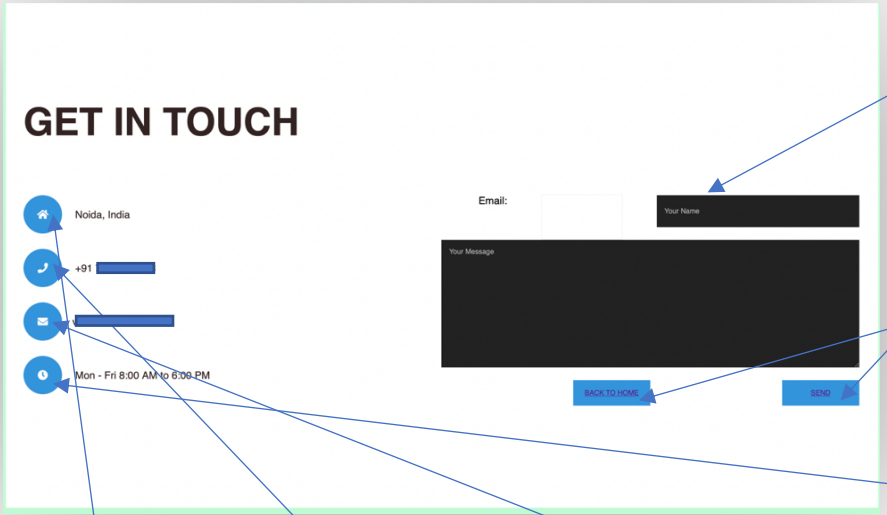
Navigation bar for easy navigation between different pages



This is a placeholder representing an image



Placeholder representing an image related to peer pressure



Contact form

Buttons

Operations hours

Address icon and address

Phone icon and contact phone number

Email icon and contact email

Design Idea 3: A basic design idea with an emerald, green color scheme, there are different technical skills used such as an accordion menu which gives the website a good technical view of the website. I have not repeated the annotation of the header and footer as it is repetitive.

006382-jtk011

Self-designed logo

Website heading

Self-designed animation

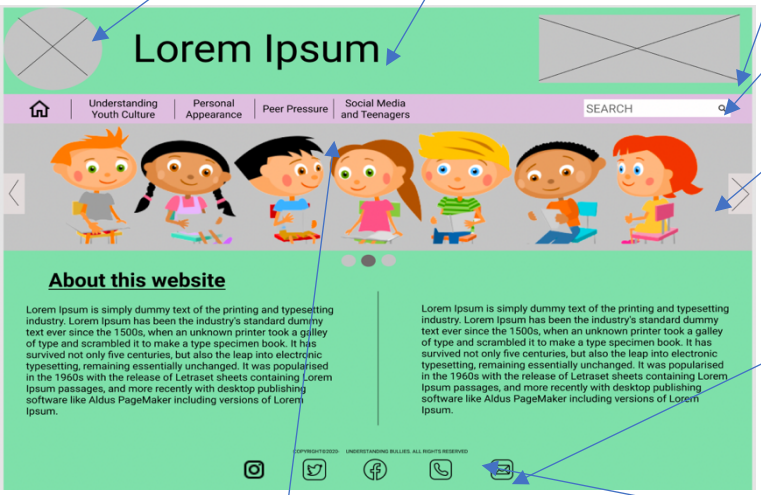
Search bar

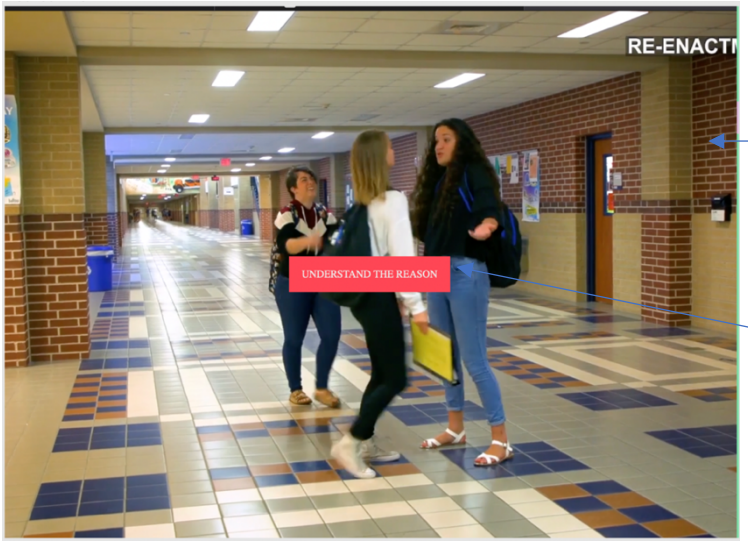
Scrolling image banner

Hover animated social media icons

Copyright claims

Navigation bar for easy navigation between different pages

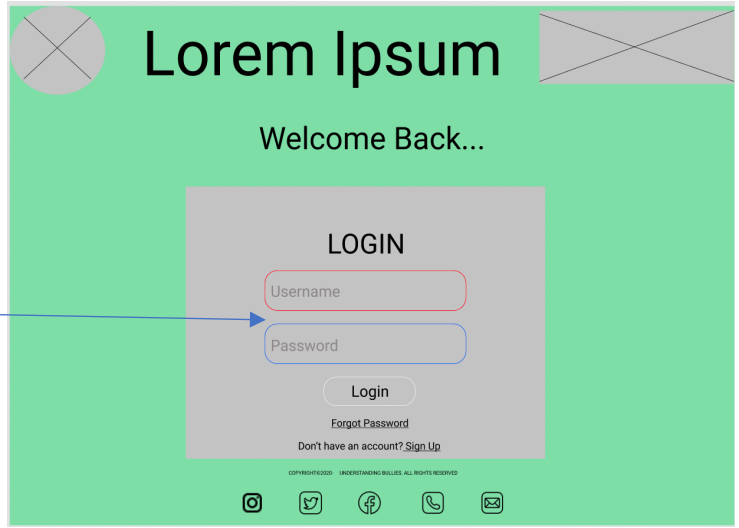


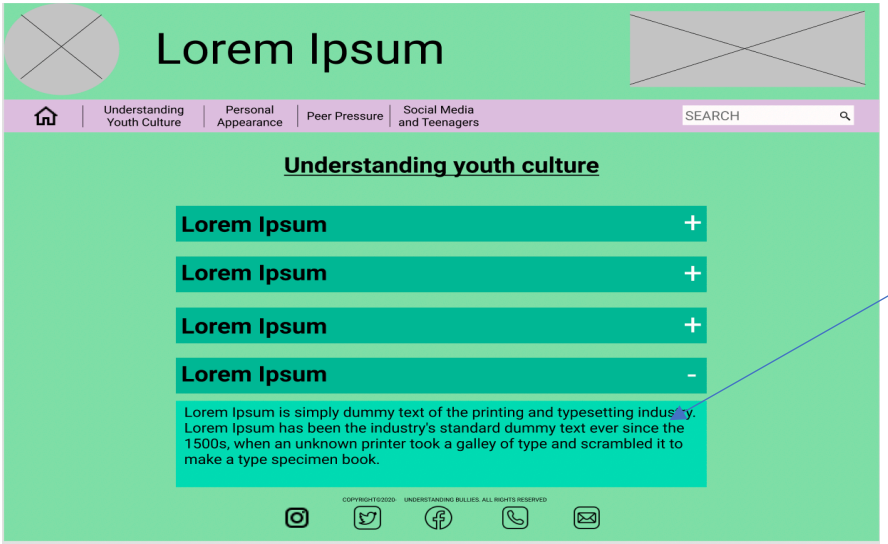


This is a video background

This a button which will direct the user to the next page.

This is a basic login page set up, where the user will put in their username and password in the text input.

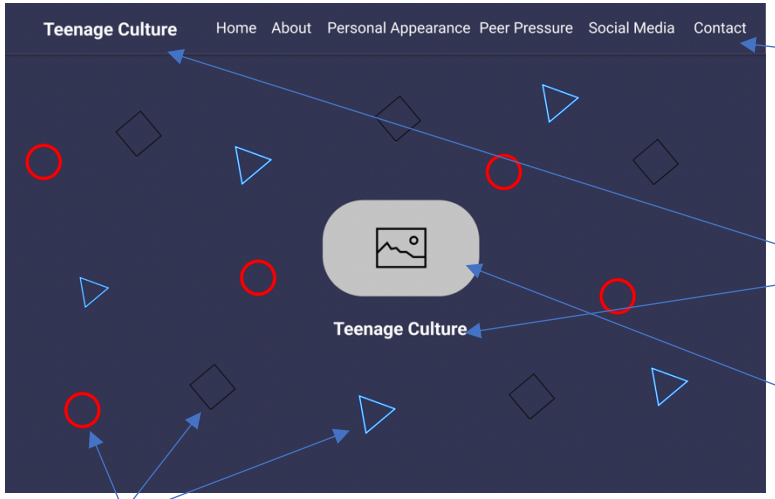




This is an accordion menu which is going to be interactive with the user, as it open different sections when selected by the user

Design idea 4: This is a dark blue color scheme which is being used with advanced technical skills such as an animated progress bar, and a hover animation using react.js. Lastly there is a login page hosted with a database. I have not repeated the annotation of the header and footer as it is repetitive.

006382-jtk011

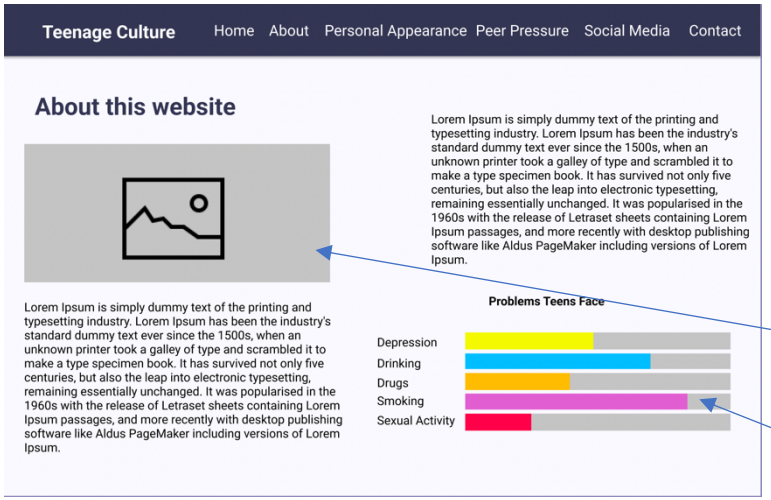


Navigation bar for easy navigation between different pages.

Website Heading

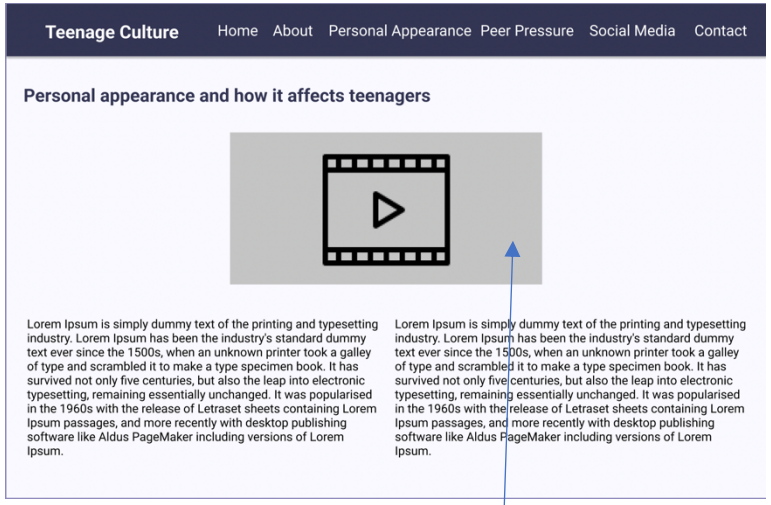
Website logo

Hover icons which will change position as per the user's cursor

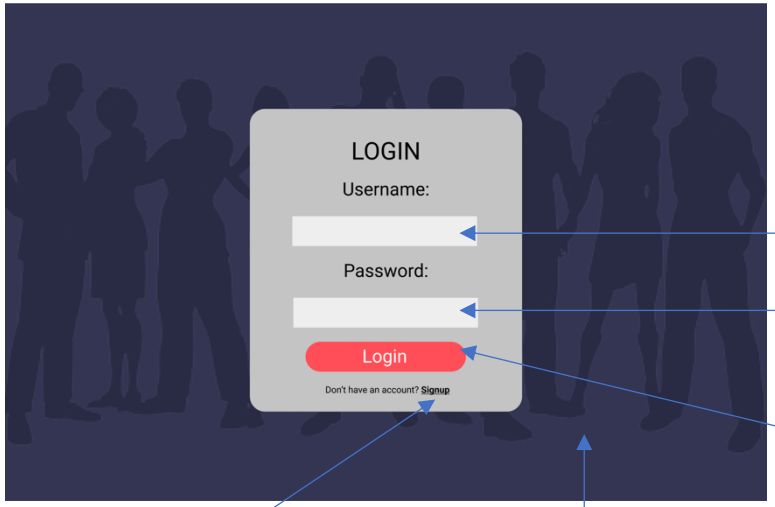


Placeholder Image

Progress bar displaying stats



Placeholder Video



This is a basic login page set up, where the user will put in their username and password in the text input

Button

Hyperlink for Sign Up Page

Background image matching the color scheme

<u>Strand 3:</u> Present the chosen design and justify its selection

The Design Ideas will be marked on the Following Criterions:		
Aesthetics	Technical Skills	Content/ Functionality
The colour scheme is appealing - The text/ image ratio is balanced - Easy Navigation throughout the website - Alignment of the content - White Space balance - There is a logo for the website - The website has a clean User Interface	- A chatbot embedded in the website - There is a login page in the website - There are hyperlinked social media links - There is a contact us page in the website - There is an image banner in the website	- There is enough information in the website which is sufficient to spread information - There are at least 6 pages in the website regarding different aspects of youth culture.

Design idea 1	Design idea 2	Design idea 3	Design idea 4
Aesthetics			
6/7 The website has a plain grey colour scheme. There are enough number of images compared to the text. The website has a simple navigation bar. There is a large amount of white spaced. The website has no logo. It has a clean user interface and everything is organised in a structural manner.	**2/7** The colour scheme is plain. There is blue colour used which is in the header. There is more text than visuals in the website. It has an easy navigation. Alignment of the content is good, it is easily understandable. The white space is very unbalanced as the website has a white colour scheme. There is no logo and the website has a scattered user interface as everything is spread out.	**6/7** The design has an emerald green colour scheme. There is same number of text and images. The website has an easy navigation because of the top navigation bar. Alignment of the content is very good as it is balanced on both the right and left side. There is very minimal white space in the website. The website has a logo and it has a clean user interface.	**6/7** The design idea has a dark blue colour scheme. There is more text than images. The design idea has an easy navigation because of the top navigation bar. The content is well aligned. The design idea doesn't have much whitespace. There is a logo in the design idea. The design has a clean user interface.
Technical skills			
4/5 There is a chatbot embedded in the website. There is a basic login page in the website. There are hyperlinked social media logos right at the top of the page. There is no contact page in the website, only social media icons. There is an image banner in the website.	**1/5** This website has very minimum technical skills used. There was no chatbot embedded in the website,. The website doesn't have any login or sign up page. There are no hyperlinked social media icons in this website. However there is an image banner in the website and a contact us page.	**3/5** There is a login page in the design idea. Right at the footer of the page we can see social media icons. There is no contact page in the website. There is an image banner in the website right. There is no chat bot in the website.	**3/5** There is no chat bot embedded in the design idea. There is a login screen present in the design idea. There are no hyperlinked social media icons. No contact us page in the design idea. There is no image banner in the website.
Content/ Functionality (Out of 3)			
3/3	**2/3**	**3/3**	**3/3**

There is more than enough information throughout this website which is sufficient to spread information. There are more than 6 pages on the website regarding different aspects of youth culture and chat bot pages.	There are more images than information throughout this website which could be sufficient to a different target audience to spread information but not mine. There is a limit of only 5 pages on the website regarding different aspects of youth culture and contact page.	This website has more than enough material to effectively spread information. The website has over 6 pages dedicated to various aspects of youth culture.	The website has enough information to spread awareness on youth culture. The website has 6 pages dedicated to youth culture. The design idea covers the main aspects of youth culture such as personal appearance, social media, peer pressure etc.
Total (Out of 15)			
13/15	**6/15**	**12/15**	**13/15**

Final Design Idea:

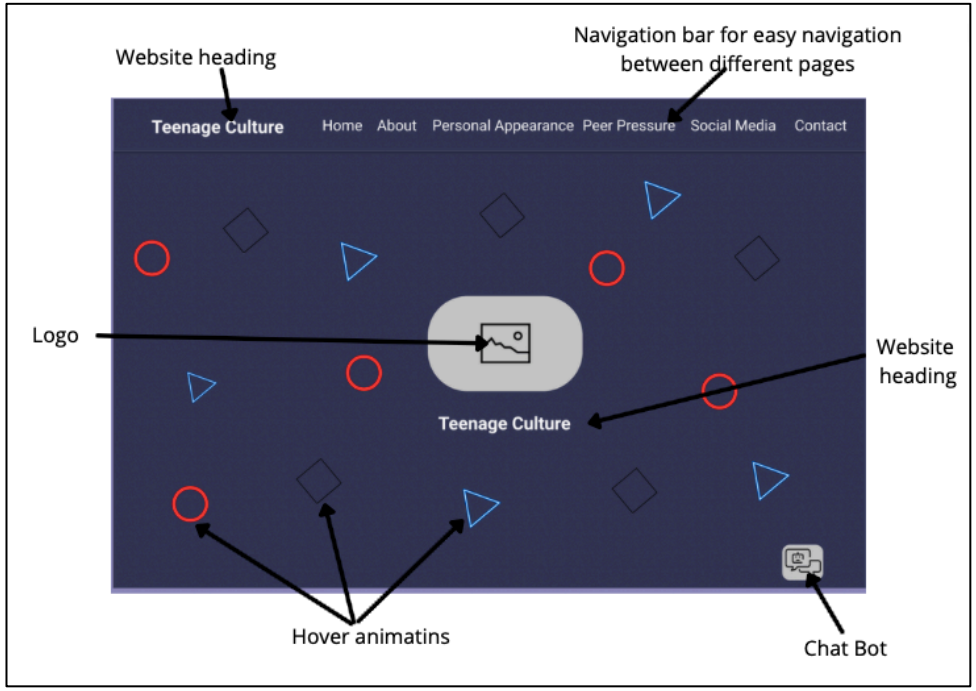
The chosen design idea is design idea 4, with a few features from the rest of the design ideas. I have chosen design idea 4 as it is the most aesthetically appealing from the others, It has a dark blue colour scheme which was found to be an attractive colour scheme for people in the 30's-40's. There is a logo and an animation in design idea 4, which can help in making the header of the webpage pleasing and it can give a good first impression to the user about the website. One disadvantage of the About us page in the 4th design idea was that it has too much text, so I will be following the format of the 1st design idea Understanding youth culture format where there is a good balance of the image/text ratio. There is a good balance of the white space as there is very limited white space in the website and lastly, the website has a very clean UI. Looking at the website aesthetically, there is a login page to the website which gives a good first impression of a professional website. However there are no social media icons. Having social media icons is very important in a website as it helps the audience communicate with the creator. The website also doesn't contain an image banner which makes it less attractive. The website has a contact us page and an animated progress bar. The website looked aesthetically strong but not as much technically. What was missing in this website was a chatbot feature which will be added to the final design idea. There was a contact page and chat bot missing which I will take inspiration from the other design ideas. Design idea 1 has a chat bot and design idea 2 has a contact page from which I can take inspiration from. Lastly content wise, the website was perfect as it contains enough information on the aspects of youth culture.

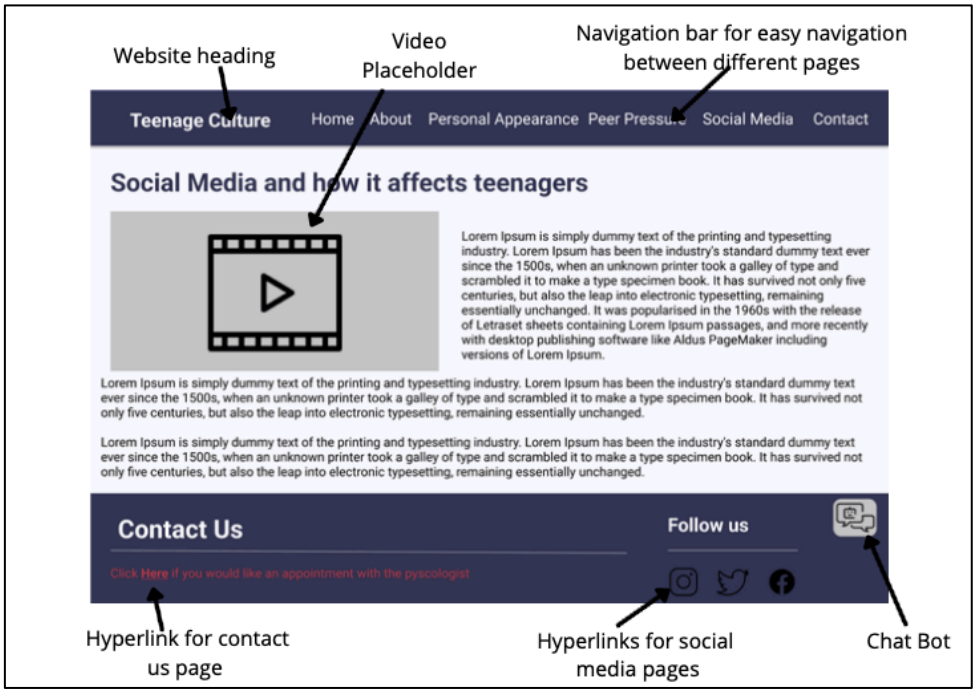
Strand 4: Develop accurate and detailed planning drawings/diagrams and outline the requirements for the creation of the chosen solution

NOTE: *The Final Design idea is made on Figma, a User-Interface design website where the wireframe tool is used to make the website UI designs. The Websites designs do not use the font Rubrik as it was unavailable on the wireframe. The text inserted is in the lorem ipsum type, which is dummy text, which will not be included in the final product. Also, the same Images shall not be included in the final product and have been used for a general understanding of what they will look like.*

Final design idea:

a combination of all design ideas, with the theme and color scheme of the 4th design idea, and the chat bot feature from the first design idea and the contact page feature from the second design idea.


Website heading
Navigation bar for easy navigation between different pages
Teenage Culture
Home
About
Personal Appearance
Peer Pressure
Social Media
Contact
Logo
Website heading
Teenage Culture
Hover animatins
Chat Bot


Website heading
Video Placeholder
Navigation bar for easy navigation between different pages
Teenage Culture
Home
About
Personal Appearance
Peer Pressure
Social Media
Contact
Social Media and how it affects teenagers
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
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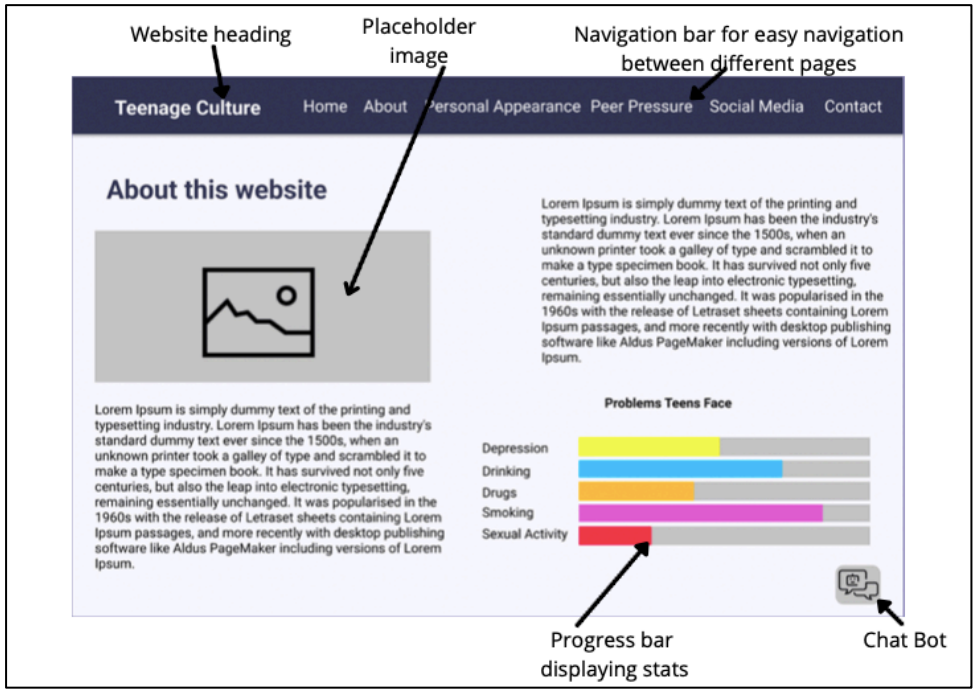
Contact Us
Follow us
Click Here if you would like an appointment with the pyscologist
Hyperlink for contact us page
Hyperlinks for social media pages
Chat Bot


Website heading
Placeholder image
Navigation bar for easy navigation between different pages
Teenage Culture
Home
About
Personal Appearance
Peer Pressure
Social Media
Contact
About this website
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
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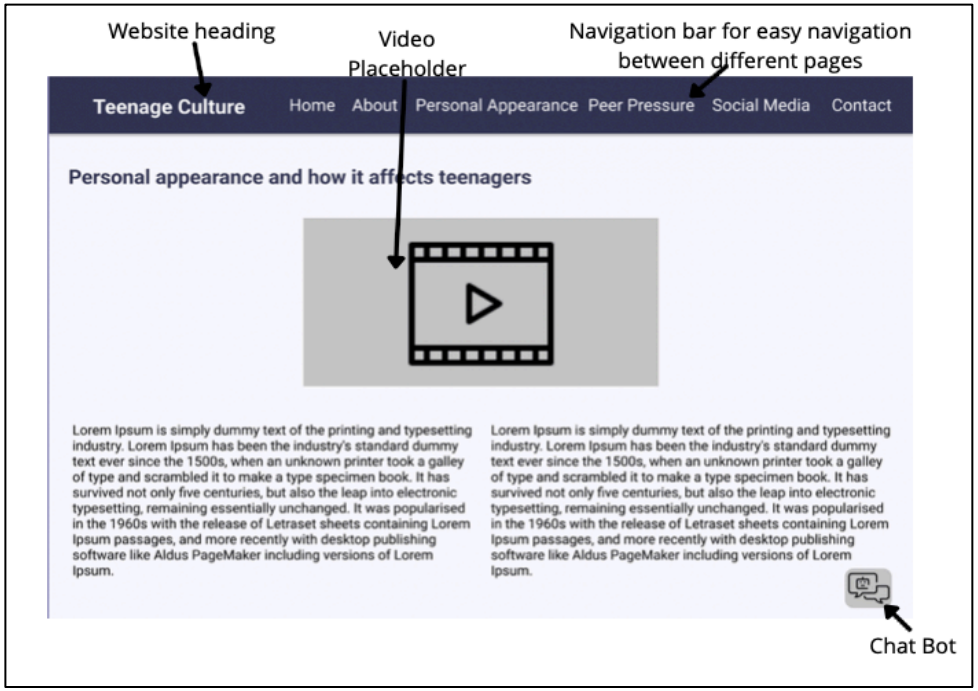
Problems Teens Face
Depression
Drinking
Drugs
Smoking
Sexual Activity
Progress bar displaying stats
Chat Bot


Website heading
Video Placeholder
Navigation bar for easy navigation between different pages
Teenage Culture
Home
About
Personal Appearance
Peer Pressure
Social Media
Contact
Personal appearance and how it affects teenagers
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
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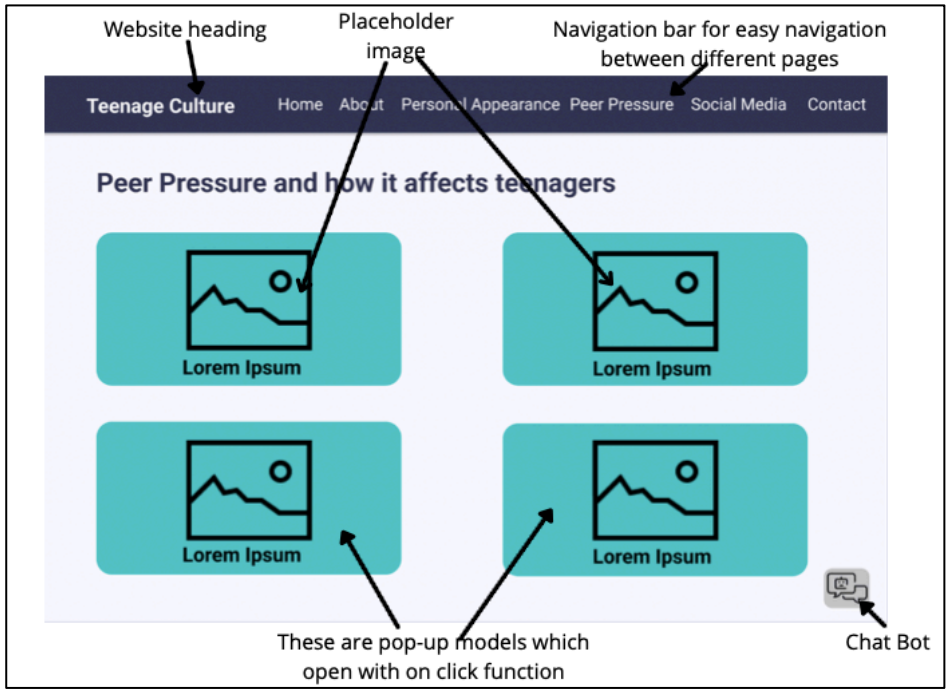
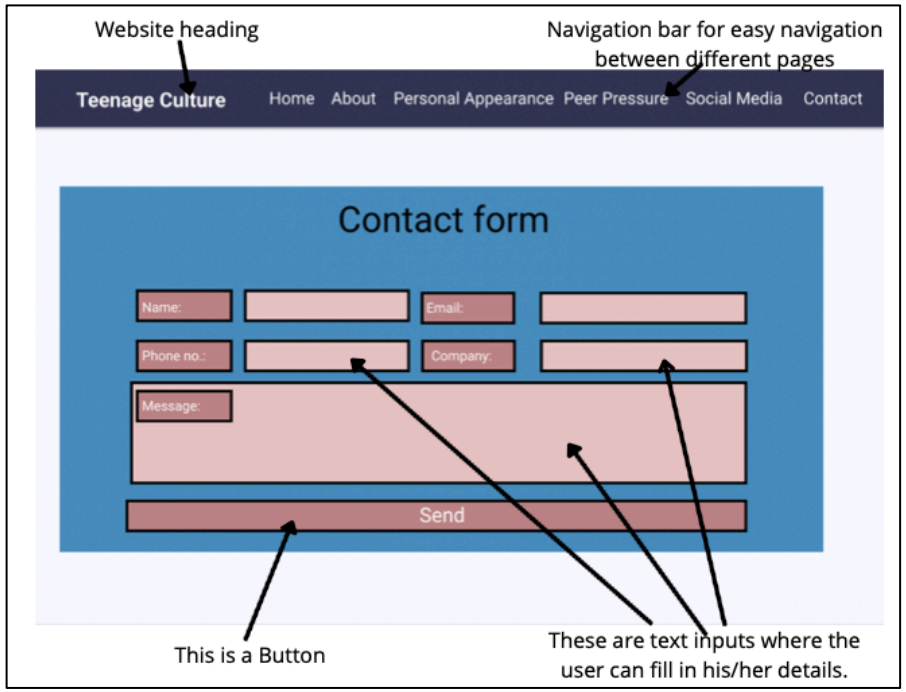
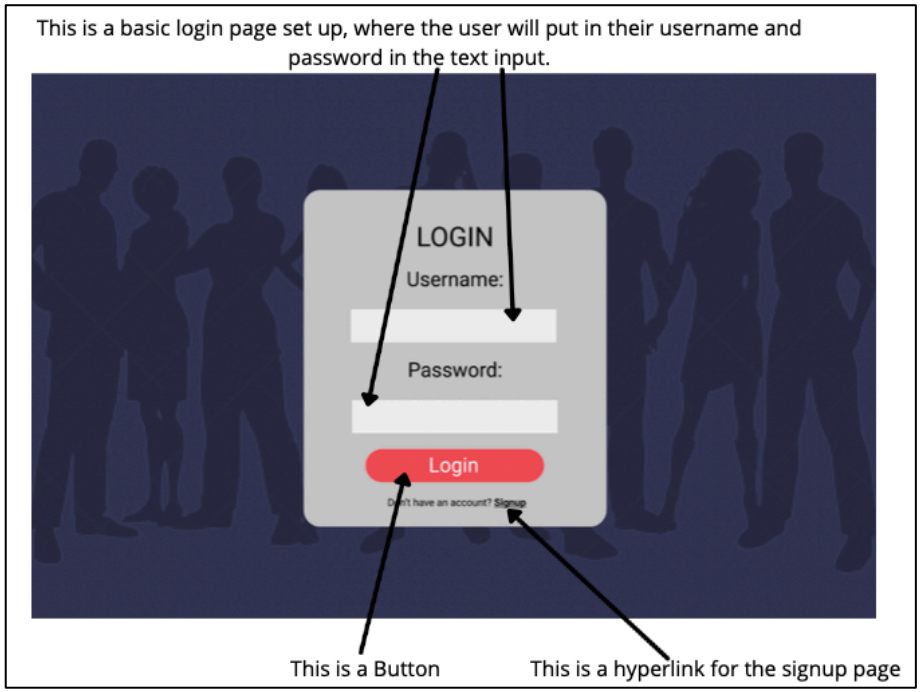
Chat Bot


Website heading
Placeholder image
Navigation bar for easy navigation between different pages
Teenage Culture
Home
About
Personal Appearance
Peer Pressure
Social Media
Contact
Peer Pressure and how it affects teenagers
Lorem Ipsum
Lorem Ipsum
Lorem Ipsum
Lorem Ipsum
These are pop-up models which open with on click function
Chat Bot


Website heading
Navigation bar for easy navigation between different pages
Teenage Culture
Home
About
Personal Appearance
Peer Pressure
Social Media
Contact
Contact form
Name:
Email:
Phone no.:
Company:
Message:
Send
This is a Button
These are text inputs where the user can fill in his/her details.


This is a basic login page set up, where the user will put in their username and password in the text input.
LOGIN
Username:
Password:
Login
Don't have an account? Signup
This is a Button
This is a hyperlink for the signup page

Requirements for the Creation of the Product

Physical Requirements-

➢ Laptop- A laptop with 20 GB of usable hard disc space for software installation. (Photoshop is 3.5 GB and Dreamweaver is 3 GB, Premier Pro is 6.1 GB, 3 GB for animate, 2.5 GB of illustrator but extra space is required for media, etc.)

➢ Internet connection is required for researching on the content which will be displayed and for other source codes which I will require.

Software Requirements-

➢ The primary software used is Adobe Dreamweaver.

➢ Adobe Photoshop CC-the secondary app used on the website to edit and colour grade images, using different effects and tools.

➢ Adobe Premier Pro CC-the secondary app used for editing video which will be inserted on the website.

➢ Adobe Illustrator CC-the secondary app used for making the logo.

➢ Adobe Animate CC-the secondary app used for making animations.

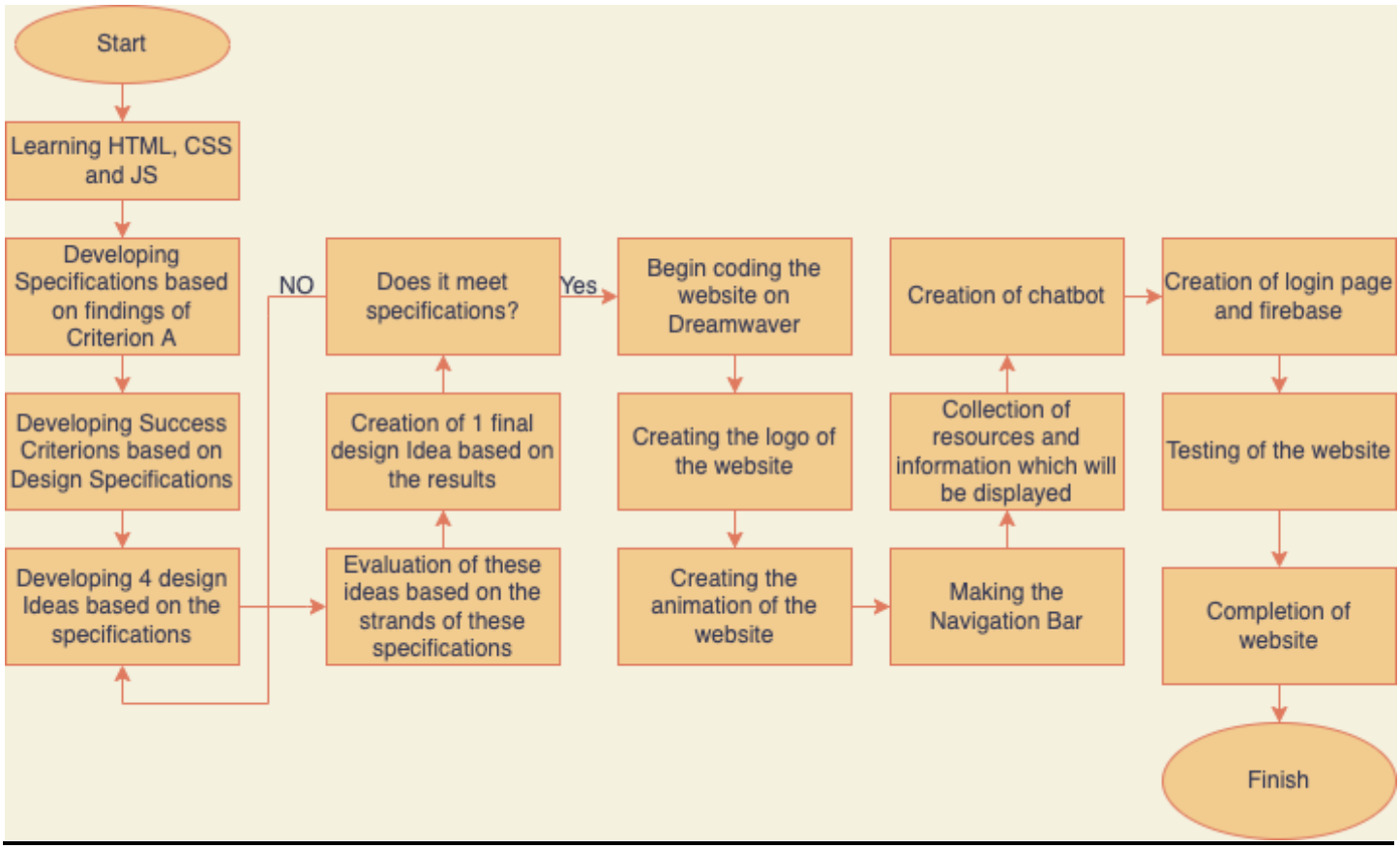
Resources-

➢ YouTube for guidance on how to use make a logo on illustrator, making animation, editing photos and videos and help of coding.

➢ Various Internet sources, such as www.icons8.com, are used to access the code to add certain functionality into the website.

➢ Various Internet sources, such as www.w3schools.com , are used to access the code to add certain functionality into the website.

Flow Chart(created with draw.io)

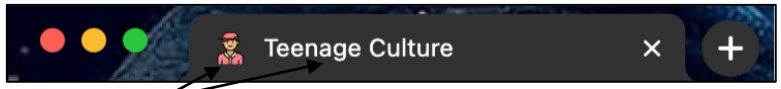


Criterion C

Strand 1: Construct a logical plan, which describes the efficient use of time and resources, sufficient for peers to be able to follow to create the solution.

Action Plan					
Task no.	Task	Action Plan	Time required	Resources required	Dependency on other tasks
1	Installation of all software	I will need a lot of software in this process, so before starting the process, I will download all the needed software like Adobe Photoshop, Adobe Premiere Pro, Adobe Animate, Adobe Illustrator and Adobe Dreamweaver	1 day	Laptop, Internet, Creative cloud	None
2	Learning the different features of Adobe Dreamweaver	Dreamweaver is a software which I have used before but I am yet to develop advanced skills regarding its tools and interface. I need to learn how to utilise the available skill so that I can begin to build my final website. With the help of YouTube tutorials I will learn different skills which can be performed on Adobe Dreamweaver.	1 day	Laptop, Internet, Adobe Dreamweaver	Step 1
3	Creation of a logo	My website will contain a logo at the top left of the webpages which will be created using Adobe Illustrator CC.	1 day	Laptop, Internet, Adobe illustrator	Step 1
4	Creation of an animation	My website will contain an animation at the top right of the webpages which will be created using Adobe Animate CC.	1 day	Laptop, Internet, Adobe Animate	Step 1
5	Research on the content	With the help of secondary research, I will research on different causes, solutions and required information needed for the website.	1 day	Laptop, Internet	None
6	Finding images related to the content	Based on the content collected I will find related images which sync in with the content.	1 day	Laptop, Internet	Step 5
7	Editing all the content on Photoshop	For the images which require editing and cropping, with the help of Adobe Photoshop I will remove backgrounds, crop the unwanted parts etc.	1 day	Laptop, Internet, Adobe Photoshop	Step 1, Step 5
8	Creation of navigation bar	All pages will also have a navigation bar, which categorizes the website into different sections.	2 days	Laptop, Internet, Adobe Dreamweaver	Step 1
9	Creation of search bar	The search will be used by the target audience and the stake holder to navigate to different webpages of the website.	1 day	Laptop, Internet, Adobe Dreamweaver	Step 1
10	Making a login and sign up page	My website will contain a login and sign up page in which the user will put their username and password which will log them in to the website.	2 days	Laptop, Internet, Adobe Dreamweaver	Step 1
11	Making a database and linking it to the login/ sign up page	A database is a structured collection of data from a computer device, usually stored and accessed electronically. Similarly, for our login/Signup we require a database where all our passwords and usernames will be stored. I have researched on how to create one, it uses a few complex elements such as SQL,	1 day	Laptop, Internet	Step 1

Adding a title and icon to the webpage.




```
<title>Teenage Culture</title>
<link rel="shortcut icon" type="image/png" href="2793541.png"/>
```

Usage of <title> tag to add the title and the <link> tag to add the icon of the webpage from favicon.

Customized scroll bar.

```
::-webkit-scrollbar{
  background: #ddd;
  width: 14px;
}
::-webkit-scrollbar-track{
  box-shadow: inset 0 0 10px #00000070;
  border-radius: 10px;
}
::-webkit-scrollbar-thumb{
  background: linear-gradient(125deg, #3498db, #34495e);
  border-radius: 10px;
}
```

With the help of ccs, I have added a customized scroll bar. The background of the scroll bar is set to light color of grey using the hex code #ddd. The scroll bar border is set to 10px. The track of the scroll bar has a shadow added of 10px and the radius of the track is 10px.

Addition of Navigation Bar.

With the help of the <nav> tag, I was able to make a navigation bar. I have listed the elements of the navigation bar with the help of the <li> tag. I have used anchor tags <a> to link the various sections to the nav bar.

```
<!-- desktop header -->
<header class="desktop-header-3 fixed-top">
    <div class="container">
        <nav class="navbar navbar-expand-lg navbar-dark">
            <b class="navbar-brand">Teenage Culture</b>
            <button aria-controls="navbarNavDropdown" aria-expanded="false" aria-label="Toggle navigation"
                class="navbar-toggler" data-target="#navbarNavDropdown" data-toggle="collapse"
                type="button"><span class="navbar-toggler-icon"></span></button>
            <div class="collapse navbar-collapse" id="navbarNavDropdown">
                <ul class="navbar-nav ml-auto scrollspy">
                    <li class="nav-item"><a class="nav-link active" href="#home">Home</a></li>
                    <li class="nav-item"><a href="#about" class="nav-link">About</a></li>
                    <li class="nav-item"><a href="#projects" class="nav-link">Personal Appearnace</a></li>
                    <li class="nav-item"><a href="#tools" class="nav-link">Peer Pressure</a></li>
                    <li class="nav-item"><a href="#services" class="nav-link">Social Media</a></li>
                    <li class="nav-item"><a href="#contact" class="nav-link">Contact</a></li>
                </ul>
            </div>
        </nav>
    </div>
</header>
```

Embedding video.

```
<h2 class="section-title wow fadeInUp" style="visibility: visible; animation-name: fadeInUp;">Social
    Media</h2>
<br><br>
<video controls="true" class="float-img" width="700" height="350">
    <source src="Social Media, Social Life_ Teens Reveal Their Experiences.mp4" type="video/mp4" />
</video>
<p style="text-align: justify;">
    This generation is nothing without social media platforms. Social media is used to communicate
    and share information amongst different people all around the world. Social media platforms are
    a great way to increase your social skills as it allows you to communicate with people of any
```

I used the <video> tag to embed the video into the text and I enabled all controls for the video. For wrap texting the video and enabling it to come and float on the left side of the text, I gave the video a class and added a float left on the video.

```
.float-img{
  float: left;
  margin-right: 10px;
  margin-bottom: 5px;
  padding: 2px;
}
```

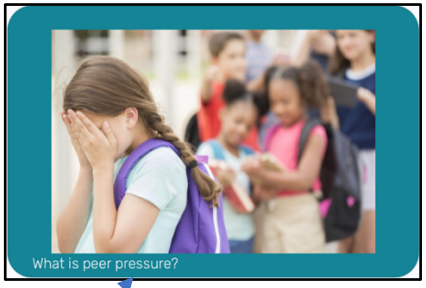
This generation is nothing without social media platforms. Social media is used to communicate and share information amongst different people all around the world. Social media platforms are a great way to increase your social skills as it allows you to communicate with people of any country. In this era, social media is very common amongst teenagers which has its both negatives and positives. Teenagers use social media to communicate with each other about school work, homeworks, projects etc. Through social media, teenagers also stay aware about the things happening in the world. Additionally social media can create peer motivation, inspire the youth to develop healthy habits, and motivate teenagers to try something new. Social media can also help teens find positive role models online.

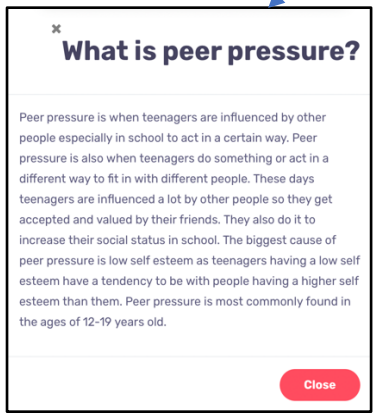
Addition of a Modal

```html
<div class="container">
    <!-- Trigger the modal with a button -->
    <button type="button" class="btn btn-info btn-lg" data-toggle="modal" data-target="#myModal"
        style="width: 49%;"><img src="peerpres.jpeg" style="height: 270px;">
        <p id="bottom">What is peer pressure?</p>
    </button>

    <!-- Modal -->
    <div class="modal fade" id="myModal" role="dialog">
        <div class="modal-dialog">

            <!-- Modal content-->
            <div class="modal-content">
                <div class="modal-header">
                    <button type="button" class="close" data-dismiss="modal">&times;</button>
                    <h1>What is peer pressure?</h1>
                </div>
                <div class="modal-body">
                    <p>
                        Peer pressure is when teenagers are influenced by other people
                        especially in school to act in a certain way. Peer pressure is also when
                        teenagers do something or act in a different way to fit in with
                        different people. These days teenagers are influenced a lot by other
                        people so they get accepted and valued by their friends. They also do it
                        to increase their social status in school. The biggest cause of peer
                        pressure is low self esteem as teenagers having a low self esteem have a
                        tendency to be with people having a higher self esteem than them. Peer
                        pressure is most commonly found in the ages of 12-19 years old. </p>
                </div>
                <div class="modal-footer">
                    <button type="button" class="btn btn-default"
                        data-dismiss="modal">Close</button>
                </div>
            </div>

        </div>
    </div>
```

Initially to trigger the modal to open, I used the <button> and added an image with a caption.

With the help of data-toggle and data-target, I can get a modal window to open.

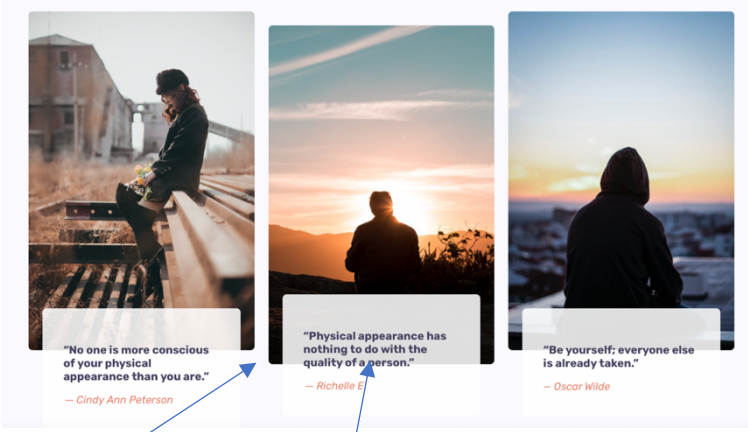




In the modal window, I have a heading which is made with the <h1> tag and a close button which dismisses the modal window and closes it

This is a modal button which when clicked opens a new popup window in the parent window and shows the content which needs to be displayed. For example, I have added a modal "What is peer pressure", with an image. When that modal is clicked, then a pop-up like this will appear.

Hover Effect




```html
<div class="post">
    <img src="2.jpg" alt="" class="post-img">
    <div class="post-content">
        <h3>"Physical appearance has nothing to do with the quality of a person."</h3>
        <span class="date">— Richelle E</span>
    </div>
</div>
```

I used a blog post feature and converted it into a quote and image feature, which translates when hovered onto. The first and third image are in the original position, but I have hovered on the second picture to show the hover effect. The hover effect makes the text box and image closer to each other.

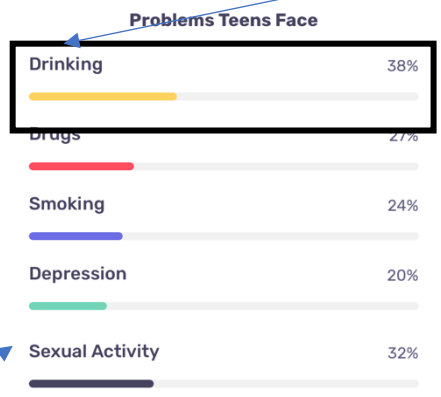
With the help of css, I can apply the hover feature. The post has a which has the property to translate its Y position (upwards/ downwards) by 90 px.

```css
.post{
  width: calc(33% - 10px);
  overflow: hidden;
}

.post-img{
  width: 100%;
  border-radius: 6px;
  transition: .3s linear;
}

.post-content{
  background-color: #ffffffdd;
  margin: 0 20px;
  padding: 30px;
  border-radius: 6px;
  transform: translateY(-60px);
  transition: .3s linear;
}

.post-content h3{
  font-size: 16px;
  margin-bottom: 10px;
}

.date{
  font-size: 15px;
  font-style: italic;
  color: #e77f67;
}

.post:hover .post-img{
  transform: translateY(20px);
}

.post:hover .post-content{
  transform: translateY(-80px);
}
```

Animated Progress Bar

```css
.progress {
  height: 7px;
  margin-bottom: 0;
  overflow: hidden;
  background-color: #F1F1F1;
  border-radius: 15px;
  -webkit-box-shadow: none;
  box-shadow: none;
}

.progress-bar {
  border-radius: 15px;
  float: left;
  width: 0;
  height: 100%;
  font-size: 12px;
  line-height: 7px;
  color: #fff;
  text-align: center;
  background-color: #353353;
  -webkit-box-shadow: none;
  box-shadow: none;
  -webkit-transition: width 0.6s ease;
  -o-transition: width 0.6s ease;
  transition: width 0.6s ease;
}
```

This generation of teenagers are going through a lot, this includes depression, low elf-esteem, bullying, peer pressure, etc. 38% of individuals between the ages of 15 and 24 report that they have been pressured by their peers to drink beer or alcohol, 32% reported being pressured into having sex, 27% reported pressured to do drugs and 24% reported being pressured to smoke cigarettes by their peers. This clearly indicates that peer pressure is a noticeably big problem for teenagers. These issues can lead to depression, low self-esteem, and suicides. Many teenagers have low self-esteem because of their appearance, gender, or body type. Depression is also a major aspect which comes under teenage problems and culture. About 20% of all teens experience depression before they reach adulthood. Between 10% to 15% suffer from symptoms at any one time. From this we can infer that depression is also a profoundly serious and major issue amongst the teenagers of this generation. Teenagers go through a phase which is called puberty. During puberty, hair growth takes place in several parts of your body, your height starts growing, etc. This is an especially important phase of life, and this makes children mature.



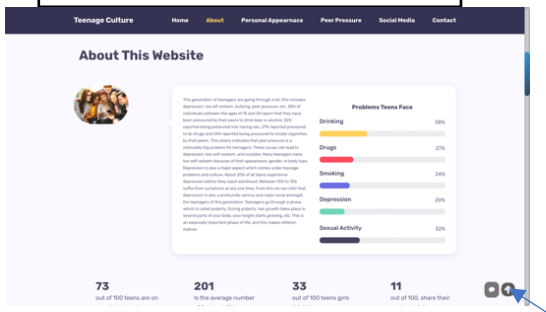
I used a class to animate the progress bar. I gave the class a role to of progressbar to show give the bar a job to animate and I have given it an aria value to which it needs to progress, and I've given the bar a max value of 100 as percent is always out of 100.

```html
<!-- skill item -->
<div class="skill-item">
    <div class="skill-info clearfix">
        <h4 class="float-left mb-3 mt-0">Drinking</h4>
        <span class="float-right">38%</span>
    </div>
    <div class="progress">
        <div class="progress-bar data-background" role="progressbar"
            aria-valuemin="0" aria-valuemax="100" aria-valuenow="38"
            data-color="#FFD15C" style="background-color: orange; width: 10%;">
        </div>
    </div>
    <div class="spacer" data-height="20" style="height: 20px;"></div>
</div>
```

This is an animated progress bar which when scrolled onto, will transform from 0 to the % of teenagers which face that specific problem, say for example 38% teenagers face drinking problems, so the animated bar will transform from 0 to colour 38% of the bar in an orangish shade.

Addition of Go to top button

```html
<a href="javascript:" id="return-to-top" style="display: none;">
    <img src="go_to_top.png">
</a>
```



I have JavaScript to code the back to top button. I have used the if condition and once the page has been scrolling more than 350px, then the button will fade it, else it will fade out. If the button is clicked on, then the page will animatedly scroll back to the top of the page.

```javascript
$(window).scroll(function() {
    if ($(this).scrollTop() >= 350) {        // If page is scrolled more than 50px
        $('#return-to-top').fadeIn(200);    // Fade in the arrow
    } else {
        $('#return-to-top').fadeOut(200);   // Else fade out the arrow
    }
});
$('#return-to-top').on('click', function(event) {     // When arrow is clicked
  event.preventDefault();
    $('body,html').animate({
        scrollTop : 0                       // Scroll to top of body
    }, 400);
});

});
```

This is an image placed on the bottom right corner which has an up arrow. When the button is clicked then the page will scroll to the top of the page. The arrow will not appear initially at the top but once the content becomes visible on the "about" page then the arrow will appear.

Animated counter up

```c
.fact-item .details {
  margin-left: 60px;
}
.fact-item .icon {
  font-size: 36px;
  color: #DEDEEA;
  float: left;
}
.fact-item .number {
  font-size: 30px;
}
.fact-item .number em {
  font-style: normal;
}
.fact-item p {
  font-size: 16px;
}
```

```c
<div class="col-md-3 col-sm-6">
    <!-- fact item -->
    <div class="fact-item">
        <div class="details">
            <h3 class="mb-0 mt-0 number"><em class="count">73</em></h3>
            <p class="mb-0"> out of 100 teens are on a social network.</p>
        </div>
    </div>
    <div class="spacer d-md-none d-lg-none" data-height="30" style="height: 30px;"></div>
</div>
```

I have used the tag to emphasis on the <h3> which is the number in the fact.

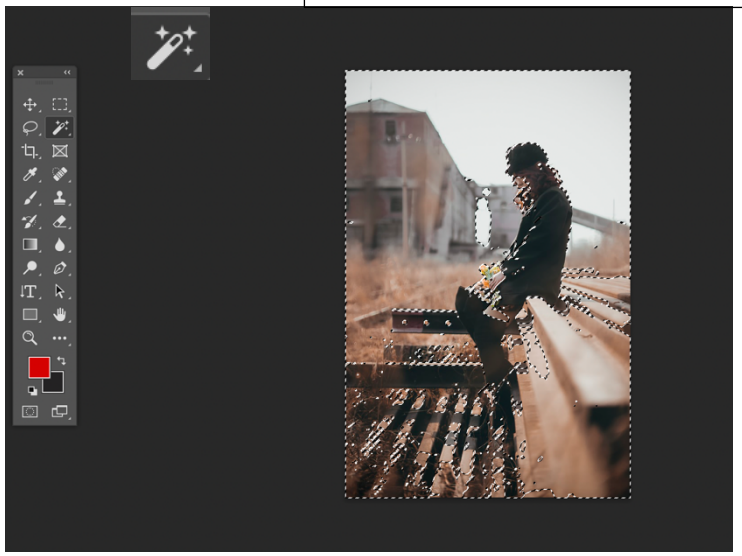
This is a counter animation which counts to the amount which the fact needs. For example, this fact needs to count to 73, when scrolled to this, the animation will begin from 0 and count till 73.

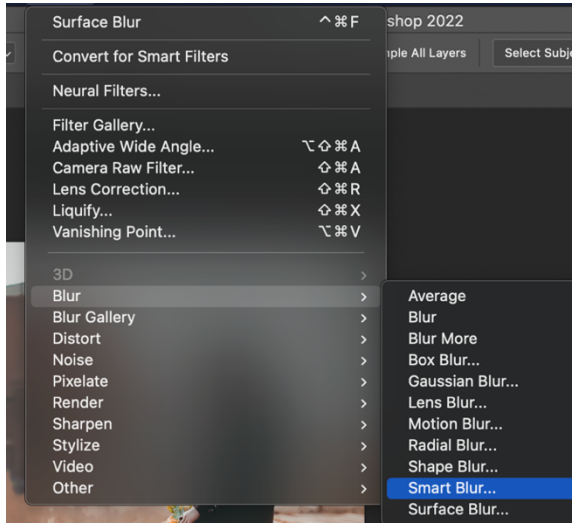
73

out of 100 teens are on a social network.

Magic Wand Tool

I used the smart blur tool to blur the background of the image. First, I selected the portions which I need to blur with the magic want tool and then with the help of the smart blur tool, I was able to blur the background

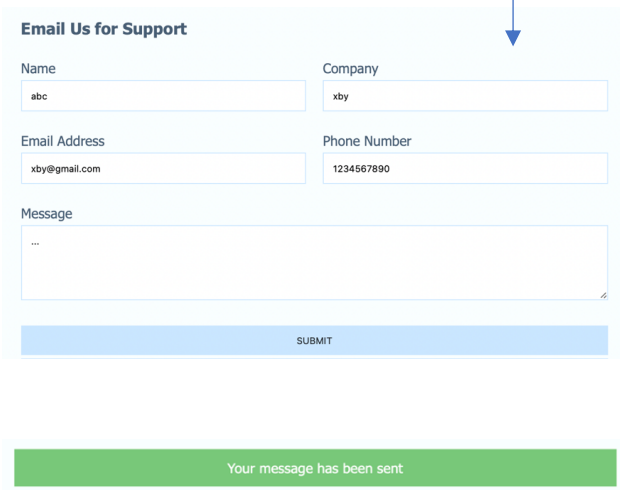


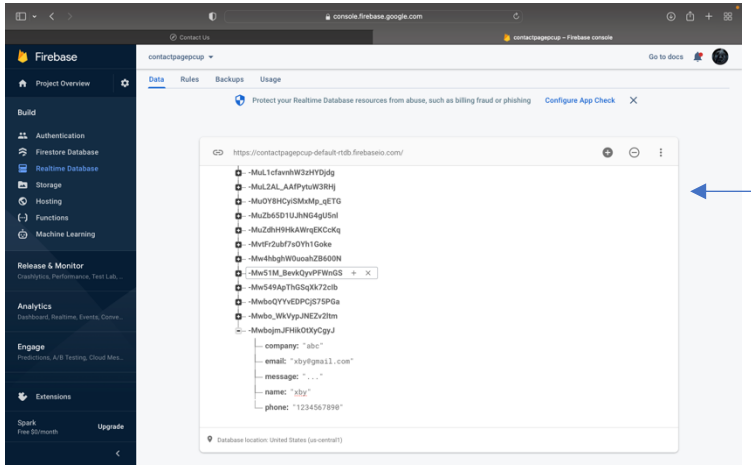


```html
<div class="contact">
  <h3>Email Us for Support</h3>
  <div class="alert">Your message has been sent</div>
  <form id="contactForm">
    <p>
      <label>Name</label>
      <input type="text" name="name" id="name" required>
    </p>
    <p>
      <label>Company</label>
      <input type="text" name="company" id="company">
    </p>
    <p>
      <label>Email Address</label>
      <input type="email" name="email" id="email" required>
    </p>
    <p>
      <label>Phone Number</label>
      <input type="text" name="phone" id="phone">
    </p>
    <p class="full">
      <label>Message</label>
      <textarea name="message" rows="5" id="message"></textarea>
    </p>
    <p class="full">
      <button type="submit">Submit</button>
      <button><a href="index.html">Back To Home</a></button>
    </p>
  </form>
</div>
</div>
```

I used the <form> tag to create a contact form and the <input> tag for text retrieving text inputs. When the submit button is clicked, then an alert comes stating “Your message has been sent” and with the use of JavaScript I coded the database to receive values. I initialized variable which will receive values from the <input> tags as they have been given ids for JavaScript and once the message is submitted.

```css
.contact form{
  display: grid;
  grid-template-columns: 1fr 1fr;
  grid-gap:20px;
}

.contact form label{
  display:block;
}

.contact form p{
  margin:0;
}

.contact form .full{
  grid-column: 1 / 3;
}

.contact form button, .contact form input, .contact form textarea{
  width:100%;
  padding:1em;
  border:1px solid #c9e6ff;
}

.contact form button{
  background:#c9e6ff;
  border:0;
  text-transform: uppercase;
}

.contact form button:hover,.contact form button:focus{
  background:#92bde7;
  color:#fff;
  outline:0;
  transition: background-color 2s ease-out;
}
```





The message is saved to the database with the usage of the saveMessage function where all the database values which are retrieved from the text input are stored. The database is hosted from google firebase and the Apikey and all other information is confidencial hence blurred.

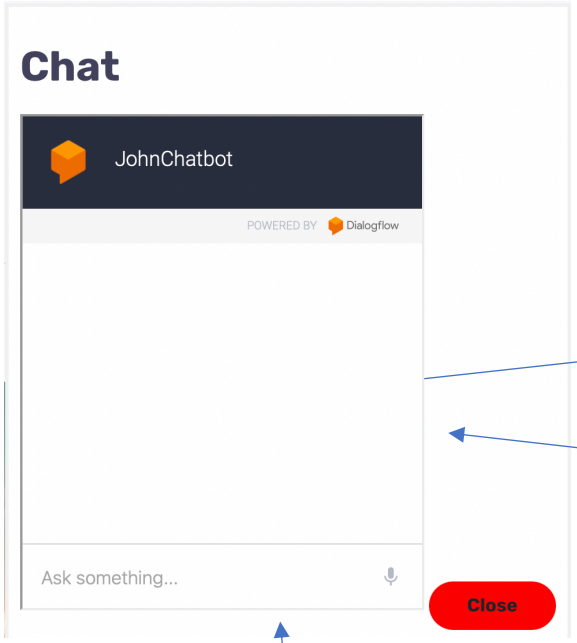
```
const firebaseConfig = {
  apiKey: "[redacted]",
  authDomain: "[redacted]",
  databaseURL: "[redacted]",
  projectId: "[redacted]",
  storageBucket: "[redacted]",
  messagingSenderId: "[redacted]",
  appId: "[redacted]",
  measurementId: "[redacted]"
};
```

```
// Get values
var name = getInputVal('name');
var company = getInputVal('company');
var email = getInputVal('email');
var phone = getInputVal('phone');
var message = getInputVal('message');
```

```
// Save message to firebase
function saveMessage(name, company, email, phone, message){
  var newMessageRef = messagesRef.push();
  newMessageRef.set({
    name: name,
    company:company,
    email:email,
    phone:phone,
    message:message
  });
}
```

Pretrained Chat bot

006382-jtk011

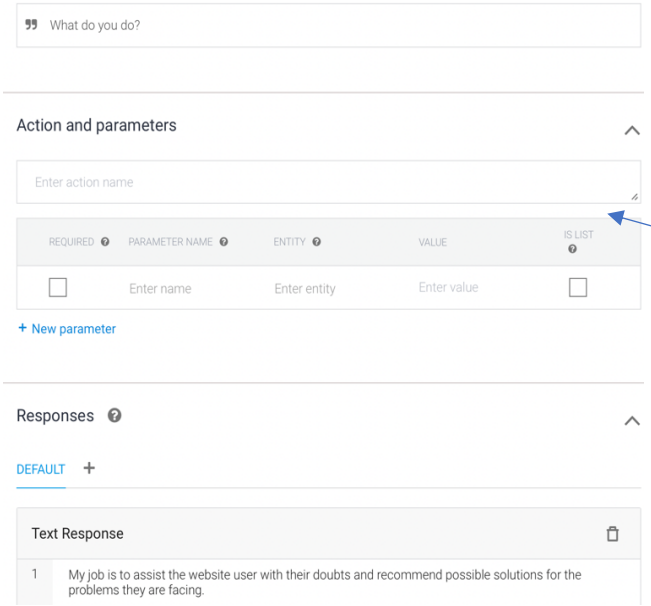


```
<!--Chat Button-->
<button class="open-button" onclick="openForm()"><i class="fas fa-comment"></i></button>

<div class="chat-popup" id="myForm">
    <form action="/action_page.php" class="form-container">
        <h1> Chat</h1>
        <iframe allow="microphone;" width="350" height="430"
            src="https://console.dialogflow.com/api-client/demo/embedded/6348bf68-f483-4d1b-9351-26f44fe48f10">
        </iframe>
        <button type="button" class="btn cancel" onclick="closeForm()">Close</button>
    </form>
</div>
```

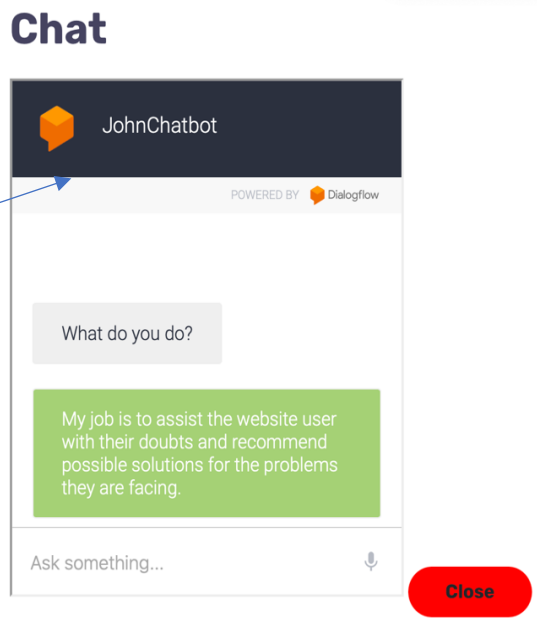
I have a chat bot icon placed at the bottom right of the page right next to the go-to-up icon. Clicking the chatbot icon will trigger the open Form () function. I created a chatbot integration with dialogue flow and integrated it to my website with the <iframe> tag. The close button will close the mini window opened by the open Form () function.

```
<script>
    function openForm() {
        document.getElementById("myForm").style.display = "block";
    }

    function closeForm() {
        document.getElementById("myForm").style.display = "none";
    }
</script>
```

```
.open-button {
  background-color: #555;
  color: white;
  border: none;
  cursor: pointer;
  opacity: 0.8;
  position: fixed;
  bottom: 23px;
  padding: 8px;
  right: 70px;
  width: 40px;
  border-radius: 30%;
}

/* The popup chat - hidden by default */
.chat-popup {
  display: none;
  position: fixed;
  bottom: 0;
  right: 90px;
  border: 3px solid #f1f1f1;
  z-index: 9;
  height:430;
  width:850;

}
```

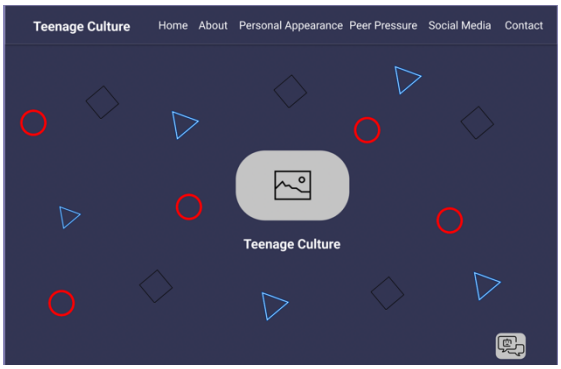
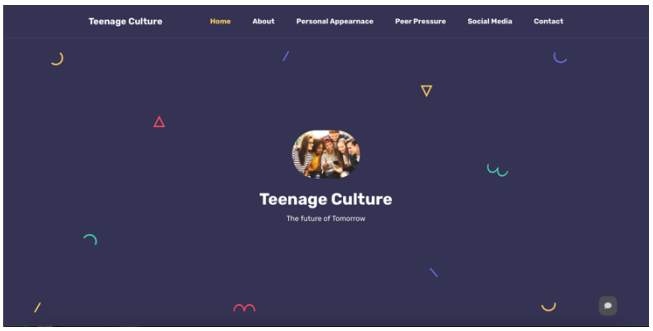
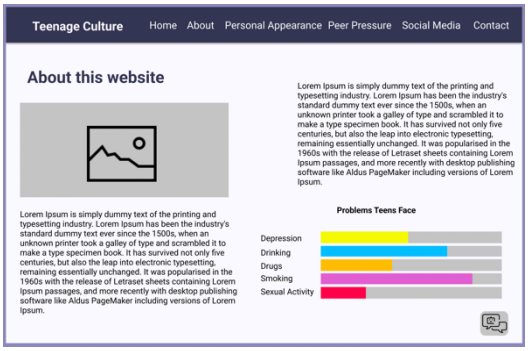
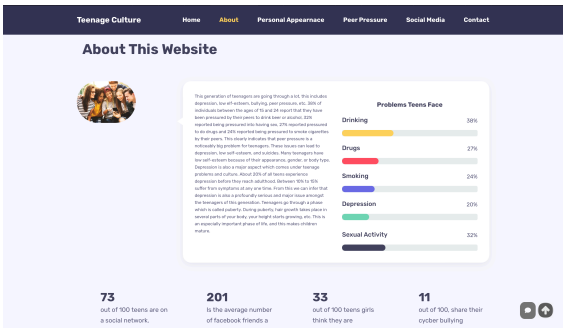
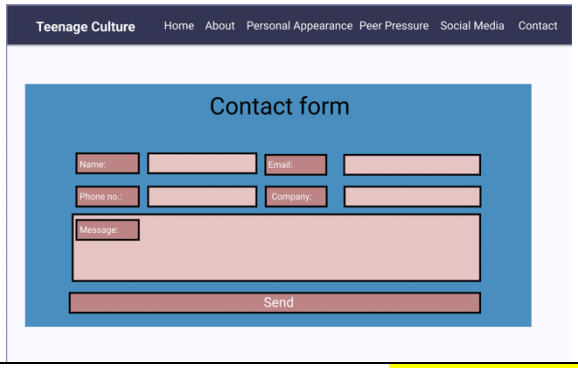
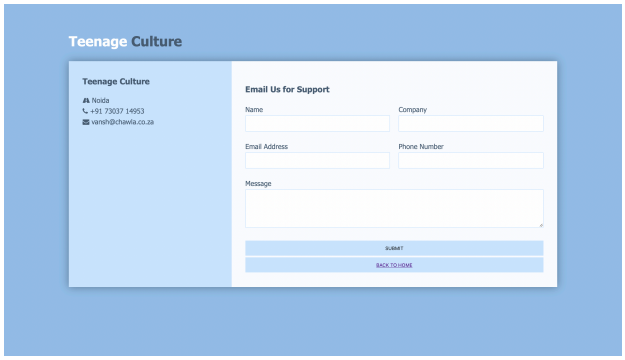


I have trained my chat bot with a few training phrases and one such example is being executed on the right-hand side.



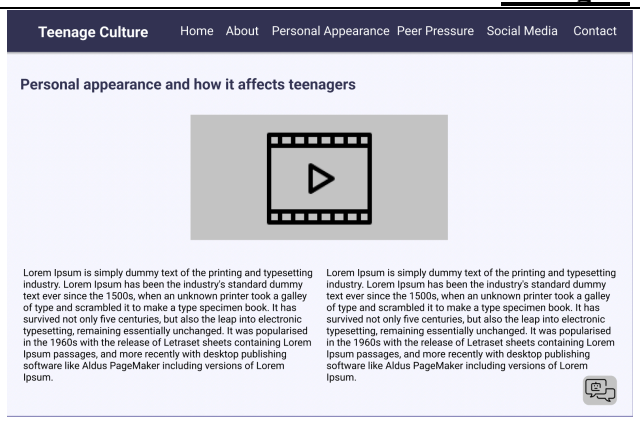
Strand 4: Fully justify the changes made to the chosen design and plan when making the solution.

Most of the layout as well as the content remained the same. There have been some minor changes with the aesthetics and with the effects/ graphics used.

#1	**Changes Made-** I have changed the icons which have been used	
	Design Idea	Actual website
		
	Justification- I have added a highlighted colour feature on the navigation bar, so if we are on the home page, then the "home" section on the navigation bar will be highlighted yellow. I realised that the original shapes that change position on the dependency of the cursor which I had initially planned, were too big, so I found smaller shaped and more aesthetically appealing shapes which I could use in my website's home page.	
#2	**Changes Made-** the layout has been completely changed of the webpage	
	Design Idea	Actual website
		
	Justification- Few changes are made in this webpage. Only the alignment has been changed and an additional feature has been added. I added the counter up animation to the webpage to make the website more interactive. I also added the counter up animation to show statistics related to teenage culture to the target audience. I also decreased the size of the image as it was taking a lot of space which made the website look very compact and untidy.	
#3	**Changes Made-** Completely changed the layout and colour scheme	
	Design Idea	Actual website
		
	Justification: In this webpage, I changed the colour scheme from the design idea. In the actual website, the colour scheme of the contact us form is a bit lighter than the design idea. This is because light colours	

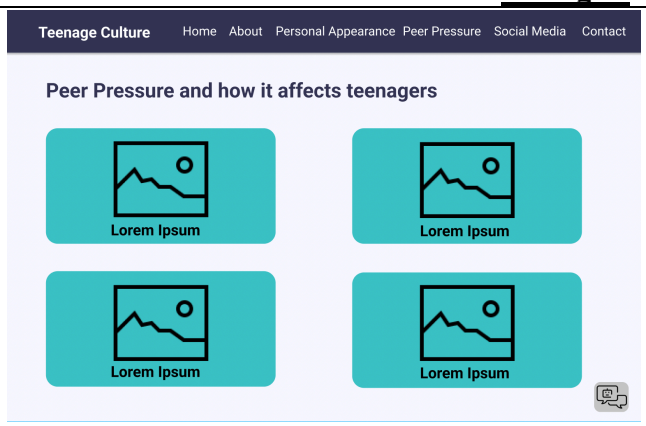
usually look neater. Along with that, I added a small section next to the contact us form which contains information related to the phone number, and email ID of the owner of the website which is mine. The main purpose of this is for the target audience to contact the owner.

#4 **Changes-** No changes made



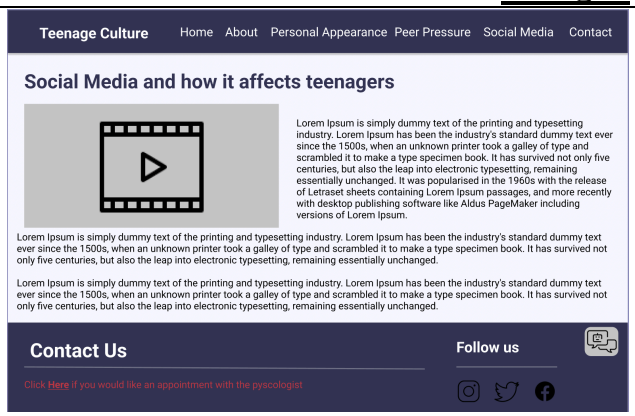
Justification: No change made

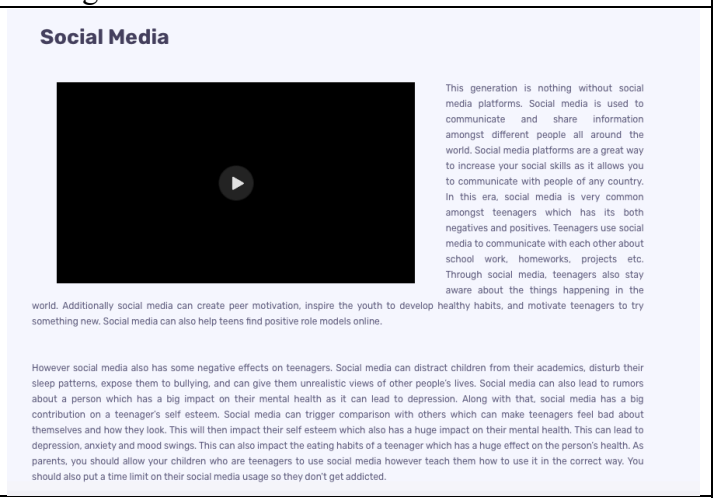
#5 **Changes-** No changes made



Justification: No change made

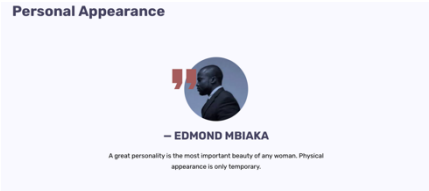
#6 **Changes-** No changes made

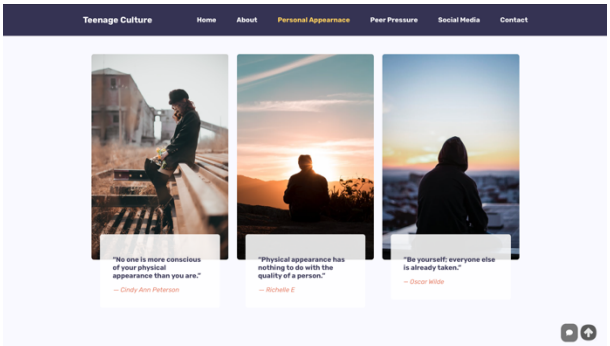
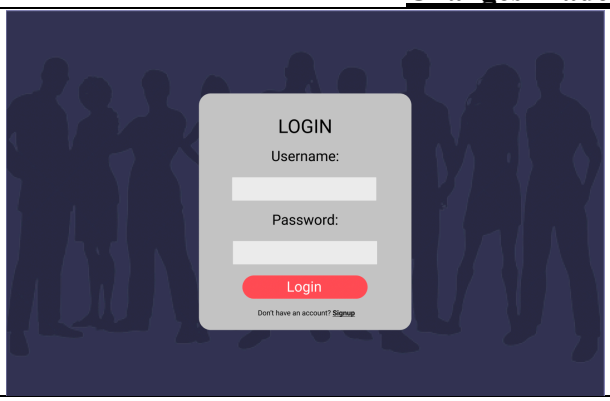




Justification: No change made

#7 Changes Made- Addition of hover effect

<table>
<tr><td></td><td> 


</td></tr>
<tr><td></td><td colspan="2">Justification: This is an additional feature added to the webpage. This contains motivational quotes related to personal appearance. The main purpose of these quotes is to motivate teenagers about their personal appearance. Every quote has an image which has a hover effect. I added the hover effect to the images to make the website more interactive and aesthetically pleasing.</td></tr>
<tr><td><u>#8</u></td><td colspan="2"><u>Changes Made-</u> Removal of login page</td></tr>
<tr><td></td><td> 
</td><td></td></tr>
<tr><td></td><td colspan="2">Justification: I decided to remove the login page from the website as I realised that my website was not storing any information of my target audience and if I created a login/sign up page, I would restrict my target audience who would not prefer creating an account that then login to an account. A login page would just make the website more complicated for the target audience.</td></tr>
</table>

<u>Additional Features Added:</u>

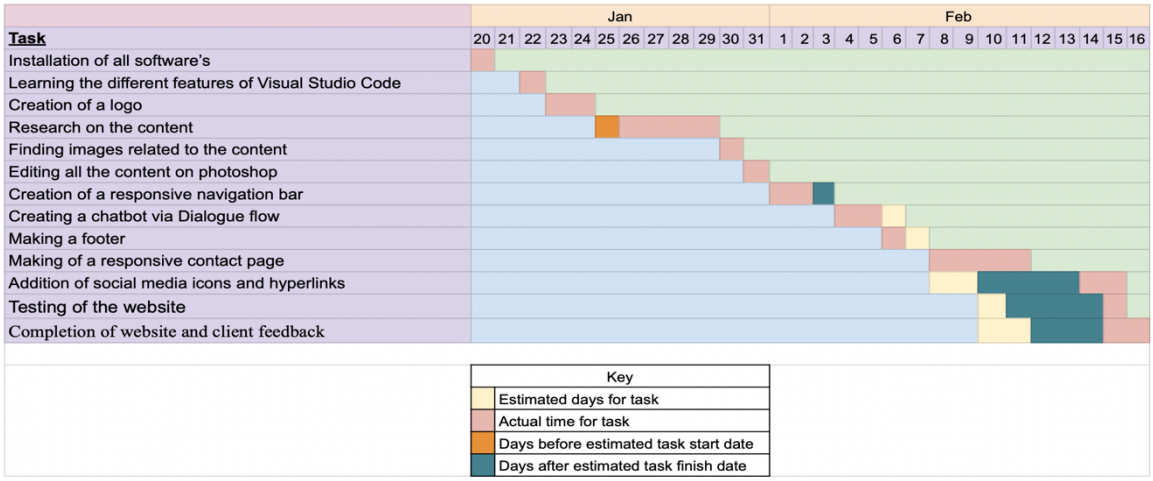
1) I added the "go-to-top" feature. The go to top feature is a button placed at the very bottom right on the website, and is represented by an icon. When the target audience presses the icon, the website will direct them to the homepage of the website which is at the top.
2) Counter up Feature: I added the counter up feature to the 'About Us' page of the website. I added it to make the website more interactive and to present statistics related to teenage culture.
3) Quotes feature – I added the 'quote' to the website to provide a few quotes for parents motivate teenagers about their personal appearance. The section has some motivational quotes with images which have a hover effect to make the website more interactive.
4) Social Media hover Features – I added the hover effect to the social media icons to make the website more aesthetically attractive and pleasing.
5) Scroll bar – I made a custom scroll bar for my website because I wanted the scroll bar to match with the colour scheme of my website. This makes the website look more attractive.

Changes Made to the action plan:

1) I didn't use Adobe Dreamweaver as planned, I used Visual Studio Code as I found VS code to be more comfortable and more convenient as it took a long time for Dreamweaver to load on my laptop and it kept on crashing, so I went forward with using visual studio code.

2) I completed the website on the 16th of February instead of the 10th of February due to other submissions and assessments, I feel short in time to complete tasks on time. Hence the delay in the competition of my website.
3) It took a lot more time in researching content than what I had planned.
4) I had taken 2 break days on the 12th and 13th of February which disturbed my time managing for other tasks.
5) A few stops were added such as adding a contact page and a few steps were removed such as creating a login and sign up page.

This is my final Gantt chart of how the flow of events went and how long it actually took me to complete my objective task. (Made with Google Sheets)



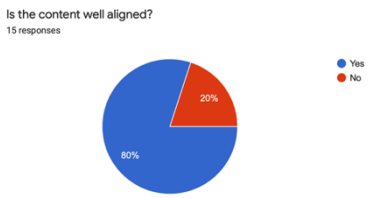
Challenges Faced while making the product:

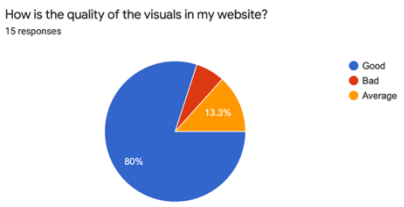
1. Time management. Time managing is a huge challenge which I face very usually. I always keep slacking behind on tasks and I procrastinate on task, which is a huge problem as it can affect the quality of work which I produce.
2. SVG images for the home page. My home page needed SVG images and it was very had to find aesthetically appealing SVG images. I researched through a ton of websites till I found the one which I used.
3. Assistance on the errors face on the java script code of the contact page. A huge challenge which I faced was finding an expert to help me in the JavaScript code which I had in my website. I had to go through different platforms to find an expert and I found an expert on an online chatting app "Discord"
4. Lastly one major challenge which I faced was making the website responsive. It took a lot of time to make each element in my website responsive. I had to spend a lot of time on researching on how to make specific elements responsive.

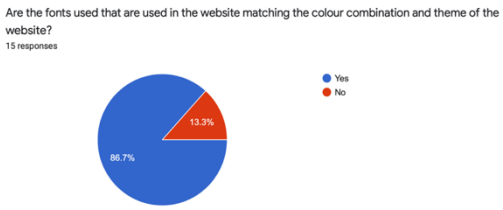
Criterion D

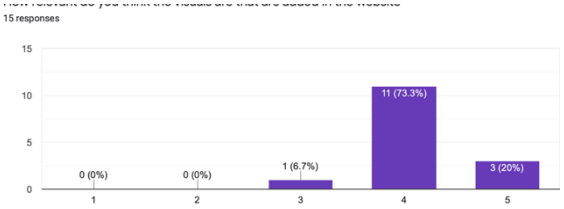
Strand 1: Design detailed and relevant testing methods which generate data to measure the success of the solution.

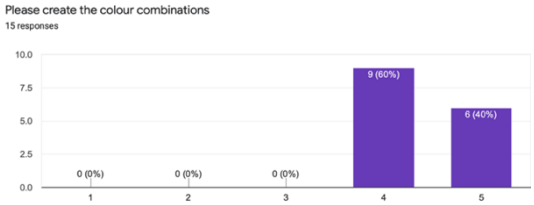
Target Audience Feedback

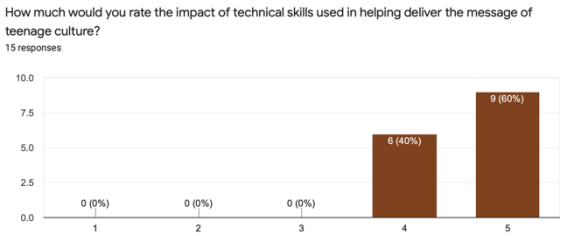


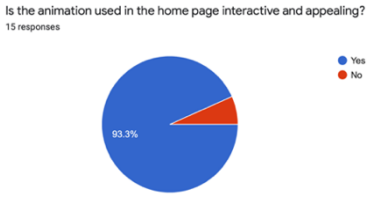












As it can be seen above, out of 15 people 40% people gave the colour combination of the website a rating of 5/5 which means they found it attractive. 60 % of the of people gave it a rating of 4/5 which also means they liked the types of colours used in the website. Overall it can be seen that most of the people liked the type of colours used in the website. This is because, the colours used in the website are relevant to the topic and looks attractive with the visuals that have been used. The colours have been selected after conducting in-depth research. As it can be seen above, 80% of the people surveyed liked the quality of the pictures used in the website whereas 6.7% of the people didn't like the quality of the pictures used in the website. 13.3% of the people thought that the visual were average and can be better. Overall it can be seen that most of the people did like the quality of the pictures used in the website. As it can be seen above, 86.7% of the people think that the fonts that are used in the website are matching with the colour combination and the theme of the website. However 13.3% of the people think that the fonts aren't matching at all with the colour combination and the theme of the website. Overall, we can conclude by saying most of the target audience were satisfied by the blend of font with the website.

Furthermore, when asked about the content alignment, 80% of the target audience believed that the content is well aligned, 20% of the people believed that the content in the website isn't well aligned. Overall it can be seen most of the target audience are happy with the alignment of the text. As it can be seen, 93.3% of the people think that the animations that have been used in the website makes the website's home page look more appealing and attractive. 6.7% of the people are not sure if the animations used in the website is making the website look more appealing. Overall it can be seen that most of the people did like the animations and this is because react.js was used in the website. As it can be seen above, out of 15 people, 60% people believe that the technical skills used in the website have an impact in helping deliver the message of teenage culture as they have given it a rating of 5 out of 5. Along with that, 40% people rated the impact in helping deliver the message of teenage culture a 4 out of 5. Overall, from this we can come to a conclusion that the target audience liked the technical skills used in the website and found the technical elements used to help deliver the message of teenage culture. 20% of the people surveyed strongly believe that the visuals that have been put in the website are totally relevant to the topic. They have given it a rating of 5/5. 73.3% of the total people believe that the visuals that have been put in the website are relevant to the topic of the website. They have given it a rating of 4/5. Finally, 1 person think the visuals put in the website are somewhat relevant to the topic. They have given it a rating of 3/5. Overall, if we see most of the people think that the visuals put in the website are relevant to the topic. This is because I only used pictures and

clips that are related to teenager culture which is the topic of the website. To summarize, we can say that most of the target audience were satisfied with my website.

Expert Feedback

Expert 1 – Kartikey Chawla, A software engineer who works for the Profilics company (Evaluating Technical Skills) (Appendix D3, D5 and D9)- The expert appreciated the animation added on the home page, which change as per the position of the cursor. He said that the svg animation is an advanced skill and few people are aware of how to add it in a website. However there are some important feedback which is given by him on the technical skills used. The expert says that creating database using MySQL would have been better as google Firebase stores unstructured data, but if I hosted it with MySQL, it would be more organised and better for database management. Another improvement suggested by the expert was addition of more animations because the target audience of this website is fond of technical feature such as the animation added on the home page and they get fascinated when they see technicality in a feature. Additionally the expert also appreciated the quality and types of visuals which have been used in the website, though more visuals could have been added. Overall he has rated the video 8 out of 10 in terms of the technical skills used.

Expert 2 – Vidushi Chawla, A fashion designer who has done graduation from Pearl Academy (Evaluating aesthetics of the website) (Appendix D4, D6 and D8)- The expert gave the website's colour scheme a 7 out of 10 rating. She also complimented the website's visuals for its high quality. This applies to both photos and videos added. This is because the images were edited with Adobe Photoshop. The fonts chosen in the website, according to the expert, are matching the colour scheme and is appropriate for the website. In addition, the home screen was found to be engaging to the expert. This is due to the fact that there is an interactive animation which brightens the first look of the website and makes it look appealing. The expert discussed the website' strengths before suggesting some improvement. According to her, the website's strength comes from the fonts used and the visual quality. These two aspects of the website grabbed her attention. The alignment of the text and content is one improvement suggested by the expert. She had suggested that the website would have been better if the information had been centre aligned instead of it being justified aligned, another improvement mentioned by the design expert was that the website could have been better if I would have added more images.. Overall, the expert gave the website an 8 out of 10 for aesthetics, indicating that it is aesthetically pleasing.

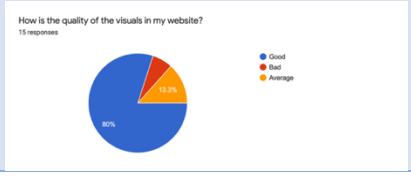
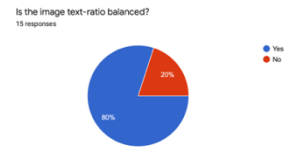
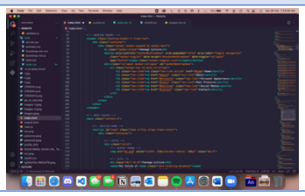
Stake Holder Feedback –Ms Harsh Chawla, a mother of a teenage child. Interview from Stake holder was taken regarding the website. (Appendix D2)- An interview was taken from the stake holder and a lot of important feedback and improvements were given. The stake holder said that the website contained enough information for her to understand on how to connect with her son. She also said that the content is well researched and each and every topic is explained in detail. She found the website's content very helpful. The client also likes the aesthetics of the website. She found the colour combination of the website very attractive and simple, which is what she wanted. The stake holder also appreciated the usage of animations in the home page of the website. During the interview, she also talked about the language used in the content of the website. According to her appropriate terminologies and language were used in the content. She also said the use of modals in the website was very smart and interactive with the user. Overall she liked the types of fonts used in the website, the colour combination and the usage of react animation. The stake holder said to improve on the content by adding more information as only 3 subtopics were covered of such a vast topic. Finally, overall the Stake Holder rated the website 8/10 which means she liked it and found it to be helpful.

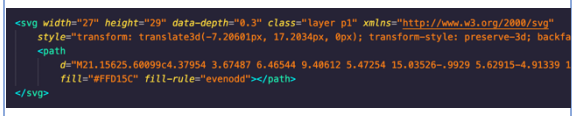
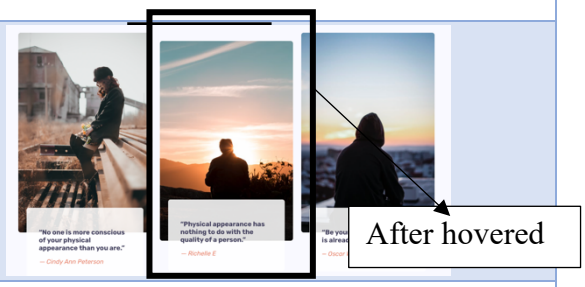
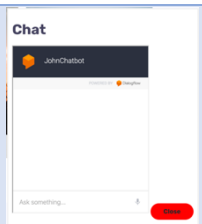
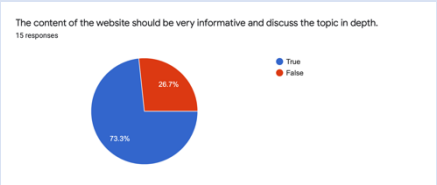
Peer evaluation (Appendix D1 and D7)- I took feedback from one of my peers on how my website has come out. The peer assessed the content, aesthetics and features of the website. He says that the website looks quite attractive because of the usage of hover effect multiple times. However he says that the website can be improved by reducing the amount of white spaces between text and images. He also said that the website can be improved by adding a colour scheme and a background colour. According to the features of

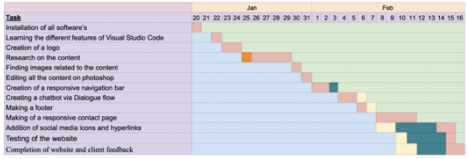
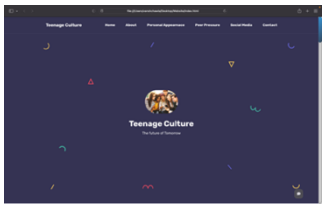
the website, the peer liked the cursor effect on the homepage of the website. He also really liked the chat bot and says that's it's a very unique idea. In terms of content he liked how I have described each and every aspect of teenage culture in detail and have used videos to explain them. Finally the peer rated the website an 8 out of a 10.

Self-evaluation – I think that my website is really detailed and the content has been justified well. I also liked how I used interactive technical components such as chat bot, contact us page and widgets. These technical components make the website more user friendly to the audience. I believe that I can improve the website by using different colours, adding more images and reducing the whitespace between the different pages. I would rate my website a 9 out of 10 because of the high level technical features used.

<u>Stand 2:</u> Critically evaluate the success of the solution against the design specification.

Design Specification	Success Criterion & Justification	Evidence of Product Outcome	
	Aesthetics		
The images which I will insert should be edited on Photoshop and videos (if added) on Premier Pro.	Met – The images used in the website have been edited using Adobe Photoshop by removing their background.	Before	After
A light colour scheme should be used with appropriate balance of colours.	Met – The website has a light colour scheme		
The font of the text should be Rubrik and the font size should be 16.	Met – The font size of the content in the website is 16 and the font is Rubrik	font-family: "Rubik", sans-serif; font-size: 16px;	
The inserted images and videos embedded should be of high quality.	Met- The images that have been inserted in the website are of high quality and resolution.		
The image text ratio should be in proportion.	Met – There are equal amount of images and text in the website.		
	Technical Features		
The app should be coded on a professional Integrated Development Environment (IDE).	Met – The IDE used to design and code the website is a professional software, Visual Studio Code.		

There should be a logo added to the website which is self-designed on Adobe illustrator.	Not Met – I did not add a logo as I was unable to make it, I tried using illustrator with the help of YouTube videos, but none of the videos were very helpful as per the logo I required.	
There should be an animation added to the website which is self-made on Adobe Animate.	Partially Met – The website contains animations but they were not made on Adobe Animate, instead I using svg icons to help me in animating my website.	
There hover feature must be used multiple times throughout the website.	Met – The hover feature has been used multiple times throughout the website	
There should be a responsive Login Page in the website.	Not met – The website doesn't contain a login and sign up page. A login page would just make the website more complicated for the target audience. Also, my website is not storing any information, so there isn't any need for a login page; unless and until it is storing information.	
There should be a chat bot in the website which helps the user in understanding a few features.	Met – There is a chat bot in the website which will help the user, whenever he/she needs assistance.	
There should be a scrolling image banner which helps making the website interactive with the user.	Not met – The website doesn't contain any image banner. I originally had added an image banner, but the stake holder has asked me to remove it as it was not matching the flow of the website.	
Content		
There should be at least 4 pages to the website, which include various factors of teenage culture.	Met – There are more than 4 sections on one running webpage which contain information on youth culture	
The content of the website should be very informative and discuss the topic in depth.	Met – The content in the website is very information and has been discussed in depth	
The content of the website should be self-written and original.	Met – The content of the website is original and no plagiarism has been found	
Timeline		

Completing my website by maximum 20th February 2022	Met – The website has been completed by 16th February 2020.	
Output		
A highly informative website which has a handful of technical skills and has good aesthetics.	Met – The output format of the product is a website containing information relevant to youth culture.	

<u>Stand 3:</u> Explain how the solution could be improved.

S. No.	What to improve?	Explanation	How should we improve it?
1	More visual specific images	Although my website was more of an interactive based website (depending on user input), I think that it lacked and had a limitation in the visuals. It could have been improved by adding a few more images in-between the text. The target audience has also shared some feedback where they had mentioned that the content could be improved with more images added.	I can improve by finding images which are more specific to my topic.
2	There could be a monthly newsletter or update mail sent every month to the target audience.	While researching different websites, I found this feature for joining the family and receiving updates on the email id but I didn't think it was needed on my website at that time, but now that I look at it, I think it would help in connecting with the target audience more frequently. In that weekly newsletter, mails regarding updates on the website, new problems which teenagers are reporting and a few solution for the better connecting of a parent- child can be sent.	By adding a button, "click here to join the family", and clicking the button, a box can be placed at the centre of the screen signing up for the monthly newsletter.
3	Adding a search bar for better navigation.	I think there is a need of a search bar in my website. The purpose of the search bar is that if my target audience is trying to find something urgently, a search bar would be very helpful as it will directly take the user to the word which he/she had searched.	Inside the navigation bar, I can add another <li> (list) element, and that element will be an <input> element which will read the users input and directly take the user to that specific part of the page.
4	Adding more content.	My website covers 3 topics which come under teenage culture, whereas teenage culture is a very broad topic. Adding more content would help the user to understand the topic better. The topics which I covered were a few major reasons effecting teenage culture but I don't think it's enough.	Researching on more subtopics which lie under teenage culture and adding more topics which can help my target audience in their research.
5	Making an offline database.	As suggested by the expert my contact page would have been created as an offline database using MySQL, as MySQL would be easier to handle complex data. Firebase stores unstructured data. Also, my SQL is also an Open-source while Firebase is a google integration.	The contact page can be created using PHP instead of HTML as it's the better option on the topic of database management.

6	Addition of more animation	A technical feature which I had in my design specification but couldn't add is an animation. I want to give my target audience the best experience, therefore I will be creating an animation of a lonely child, to give a bit of the feel of what teenagers face these days.	With the help of Adobe Animate and YouTube, I will create an animation for giving the website a more welcoming feel.
7	Addition of an image banner	A technical feature which I had in my design specification but couldn't add is an image banner. An image banner gives the website a more professional and appealing look. I initially took inspiration from different websites where I saw that there was a slideshow of images which automatically change which is attractive for the user. Therefore, I think it is a feature which can enrich my website with many technical features.	With the help of www.w3schools.com and YouTube, I will be able to learn how to create my own customised scroll bar.

Strand 4 - Explanation of the impact of the product

Impact of product on the target audience- The final product is a website which is created on Visual Studio code. The main intention of the website is to spread awareness on the aspects of the teenage culture amongst parents. This website has a big impact on the target audience which are parents of teenagers as from this they are getting aware about what their children have to go through every day, especially in school. From this website they are getting aware about the aspects of teenage culture such as personal appearance, social media, low self-esteem etc. Normally parents don't know about these. By not knowing about all this can make them face issues related to helping their children going through depression. However the website I have created contains sufficient detailed information about youth culture. After going through the website, the parents will be able to help their children go through problems and conflicts.

Impact of product on my stake holder- My stake holder for the website is a concerned mother of a teenage child who isn't aware about teenage culture. She has noticed mood swings in her child. This website made a big impact on her because after going through the website, she has gained enough knowledge about teenage culture and how teenagers live. She has also gained knowledge about what teenagers have to go through these days. From the knowledge gained, she is able to help her child now as she is able to understand her child much better than what she did before this product had existed. This product then will have a big impact on the child's mental health which can improve his/her concentration skills and motivate him/her to his/her their goals and try out new stuff. This can also increase their self-esteem of teenagers.

Shortcomings of the product that might limit the benefits for the stake holder and target audience- There are many short comings for the product, such as less content. My website only covers 4 aspects of youth culture which is not enough to make a parent aware of the topic. By not being aware of all the aspects of youth culture can make them face difficulty in helping their child. Images are an important component of a website however my website doesn't contain many images which has a huge impact on the target audience as they won't be kept engaged while going through the website. My stakeholder asked me to enrich my website with many technical features, a few of which while researching were found to be an image banner, search bar, drop down menu box, etc.

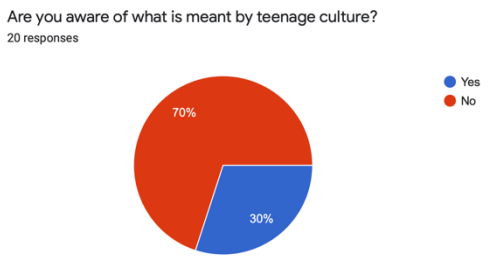
Impact of product on me as a student- The product has made a significant impact on me and has taught me a lot. The product development has also enabled the growth of some ATL skills. First and foremost, the product has assisted me in expanding my understanding about teenager culture. In addition, I acquired a variety of new technical abilities, such as creating chatbots via dialogue flow, photo editing with Adobe Photoshop, and so on. I had very little knowledge and skills on how to use any of these software's previously.

Appendix

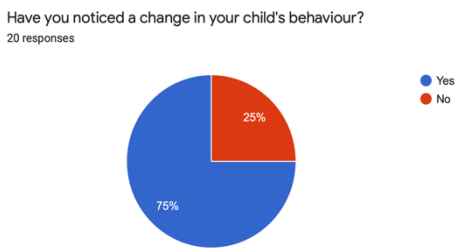
Criterion A

A1) Survey of Target Audience

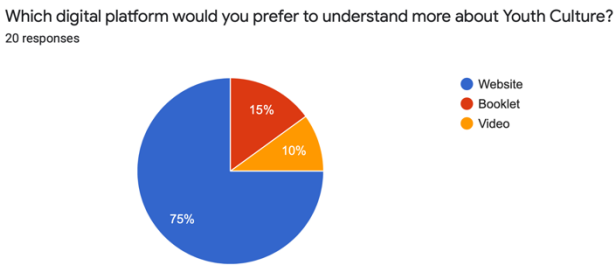
a)



b)



c)



A2) Interview with Stake Holder

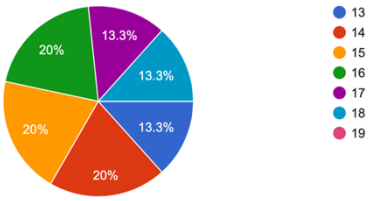
Name of Stake Holder: Ms Harsh Chawla
Designation: Housewife
Date: 12th November 2021
Format: Conversation (Transcript Provided)

1. How old is your child?
A1. My child has recently turned 16 years old.
2. How does your child behave at home, is there any change in his behaviour?
A2. I have been noticing mood swings in my son. My son is happy at one moment but in the next he either becomes sad or angry. This really worries me a lot.
3. Have you tried helping out your child?
A3. Yes I have. As a matter of fact, I tried talking to help and asking him what has been up with him lately. He never responses properly, he always gets away by changing the topic. This one time, I found him to be lonely, so I asked his friends to come over and they all had fun. But as soon as they left, he had become sad once again.
4. As you know this is a very common issue and many parents face a problem in finding a solution for such problems. What would you say would be the best digital platform for explaining this problem and possible solutions on how to tackle this problem?
A4. I am not sure but I think that a website or a video, would be the most appropriate digital platform, as it would have the most reach. Sharing the website/ video link with other parents would be very helpful. I do not think that parents would like to download an application for understanding this problem and a booklet normally has too much information and I do not think that parents have a lot of time to read booklets.

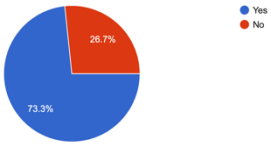
5. Lastly, I would like to ask, would you like to be the key stake holder in my product, as you could be a huge asset to me and my product?
A5. I would love to be a stake holder in your website. Thank you for asking!

A3) Survey 2 of target audience

How old is your child?
15 responses



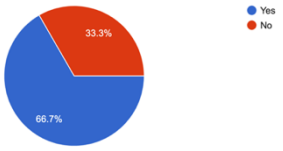
Is there any change in their behaviour?
15 responses



If yes, what?
12 responses

- He's started being distant lately
- She doesn't talk to me as much as she used to
- He feels lonely lately.
- mood swings
- She's become very quiet lately.
- I'm not exactly sure but something is changed within him, I dont know what.
- He stays in his room most of the time.
- He has stopped talking to me like he used to before.
- She spends all his time on his phone
- He has become very lonely and sad these days.
- I'm not sure of the change.
- She barely talks to anyone these days

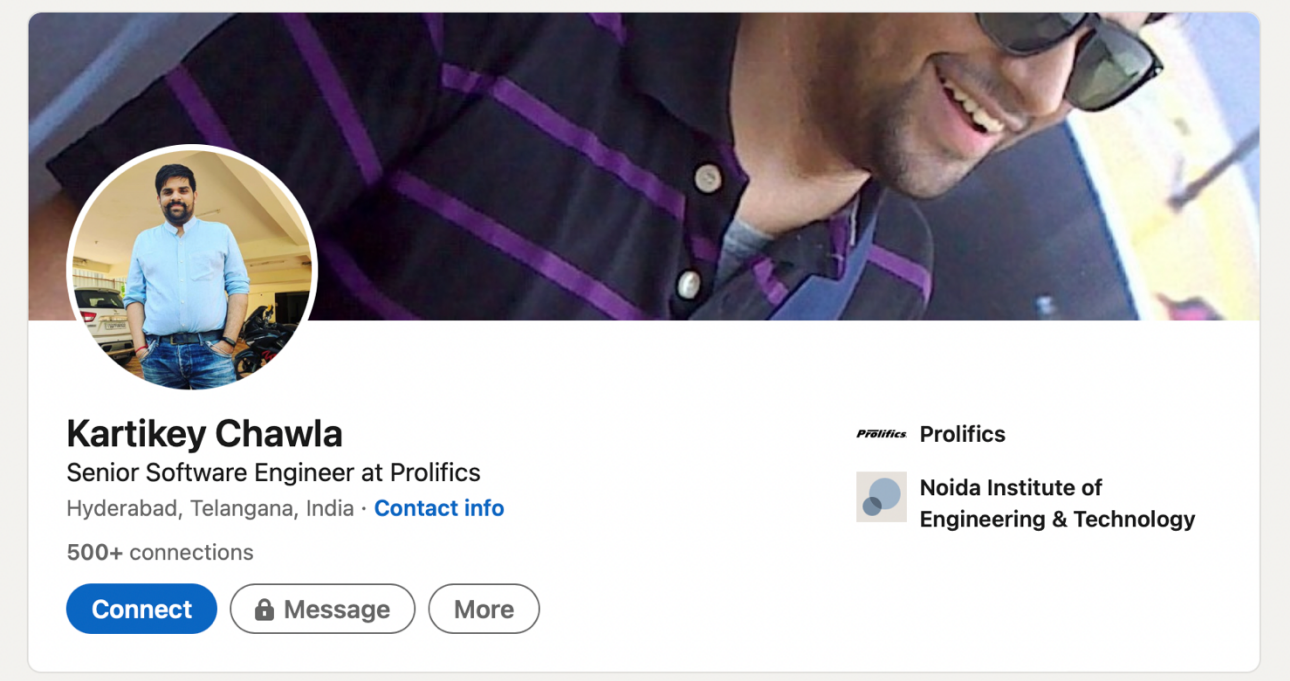
Have you tried helping your child?
15 responses



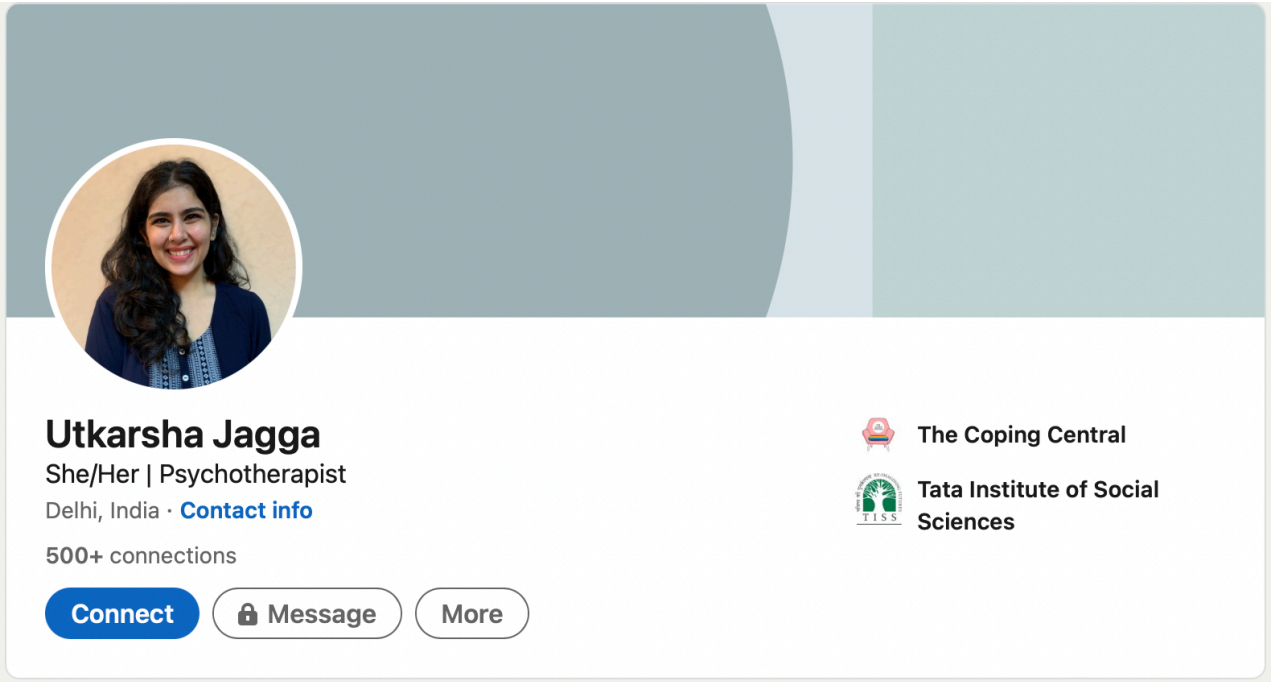
If yes, how?
10 responses

- I've tried talking to him
- I've tried talking to him but he does not want to reply so I dont force him into talking but I've made it clear to him that when he wants to talk, I will listen and try helping him out. I'm always here for him.
- I try making conversations but her replies are always very vague.
- My husband and I have tried having a family conversation to make him feel comfortable, but he still wouldn't open up.
- Talking to his teachers about his behaviour in school.
- I have talked to his friends and asked them if he's been acting differently and my husband and I have talked to him and made conversation.
- I've restricted her screen time to a limit of 3 h/ day
- I've started talking to him daily to ask him about his day, both good and bad things that had happened in the
- Talking to him and researching on what all activities we can do together so that he can start opinion up to me.
- I have talked to her, but she didnt open up properly.

A4) Software Engineer Evidence



A5) Evidence of Psychologist



A6) Transcript of Interview with psychologist

Name of psychologist: Utkarsha Jagga
Designation: Psychologist
Date: 12th December 2021
Format: Phone Call (Transcript Provided)

1. How does bullying affect a teenager's self-esteem?
A1. Bullying can impact a teenager's belief in themselves, make them feel isolated, and induce feelings of guilt and shame. All of this contributes to a lower self-esteem.

2. What are the effects of peer pressure on teenager's behaviour?
A2. Peer pressure can impact their decision making patterns and can severely impact the way they might explore their identity.
3. How does addiction of social media effect teenager's behaviour?
A3. Social media, if not consumed responsibly, can impact the way teenager's perceive the real world. Social media often presents a very curated picture of our lives which might not even be a true representation. It can induce social comparison, self-esteem issues, and encourage unhelpful behaviours.
4. How does social media affect a teenager's self-esteem?
A4. Because of an untrue or an unrealistic representation of one's life on social media, it can make anybody feel like they're not doing good enough. As feelings of self-doubt and not being good enough arise, they might negatively impact a teenager's self-esteem.

A7) Transcript of Interview with Technical Expert

Name of psychologist: Kartikey Chawla Designation: Senior Software Engineer at Prolifics Date: 10th December 2021 Format: Online Zoom Call (Transcript Provided)

1. What are some features which can help in making my website look professional?
A1. There are certain features which help in making any website look professional, firstly a login and sign up page will give a very strong technical took to the website, secondly you could add a contact page which also requires help the website look technically strong.
2. As you mentioned, a login page would help my website look technically strong, How will I make it? How will I host a firebase?
A2. It depends on you, if you are new to Database hosting and management, I recommend you to host it with Google Firebase but if you have past knowledge on hosting a Database, the better option is to set it up with SQL.
3. What all technical features would help my website look appealing?
A3. Addition of widget to a website always helps in the interactivity of a website. Adding widgets would help in making the website interactive for your target audience. An additional feature which all websites have, is the general hover feature which helps in making an interactive website.
4. Should the hover feature be used in the navigation and search bar?
A4. It depends on the target audience if you are looking for a young target audience, then you should go for a hover feature in the navigation and search, but if you are looking for an older target audience, then keep it simple for navigation

Criterion D

D1) Peer evaluation

Name of Peer: Dhruv Khera Designation: IB Student Date: 20th March 2022 Format: Mail (Questions Provided)

1. Please could you asses my websites, in terms of its content, aesthetics and the features of the website?

A1) The website looks very attractive because of the usage of hover effect multiple times. However the website can be improved by reducing the amount of white spaces between text and images. Adding a better colour scheme and a background colour could improve the websites look, but since the target audience is someone else, I might not be the right person to judge that. According to the features of the website, I liked the cursor effect on the homepage of the website and the usage of the chat bot. Having a chatbot is very unique. In terms of content I liked how I have described each and every aspect of teenage culture in detail and have used videos to explain them.
2. How much would you rate the website out of 10?
I would rate the website a solid 8 out of a 10.

D2) Evaluation of Stake Holder

Name of Stake Holder: Ms Harsh Chawla
Designation: Housewife
Date: 12th November 2021
Format: Conversation (Transcript Provided)

1. Firstly, please could you share your comments on the content of the website?
A1. The website has a sufficient amount of information for me to understand on how to connect with my son. That the content is well researched and each and every topic is explained in detail. It is very helpful. Appropriate terminologies and language were used in the content
2. Secondly, please could you share your comments on the aesthetics of the website?
A2. The colour combination of the website very attractive and simple, which is what I wanted. The usage of animations in the home page of the website is very impressive.
3. Thirdly, please could you share your comments on the technical skill of the website?
A3. The usage of modals in the website was very smart and interactive with the user, there are videos embedded in the website and there is a contact page, all these skills shows that your website was technically strong.
4. Any last comments?
A4. I liked the types of fonts used in the website, the colour combination and the usage of react animation. To improve on the content, you can add more information as only 3 subtopics were covered of such a vast topic.
5. How much would you rate this website on a scale of 1 to 10?
A5. I would rate this website an on 8/10

D3) Evaluation of Technical Expert

Name of Technical expert: Kartikey Chawla
Designation: Senior Software Engineer at Prolifics
Date: 10th December 2021
Format: Mail (Questions Provided)

1. Please could you asses my websites, in terms of its technical skills? Please share all the positives and improvements of my website.
A1) So, starting off with your home page, it is very impressive to have included react.js. The svg based animation and a mixture of react.js is a very hard job, so I would really commend you for doing such a job. Secondly, creating database using MySQL would have been better as google Firebase stores unstructured data, but if you would have hosted it with MySQL, it would be more organised and better for database management. Thirdly, if you were able to added the svg animations in the home page, I would

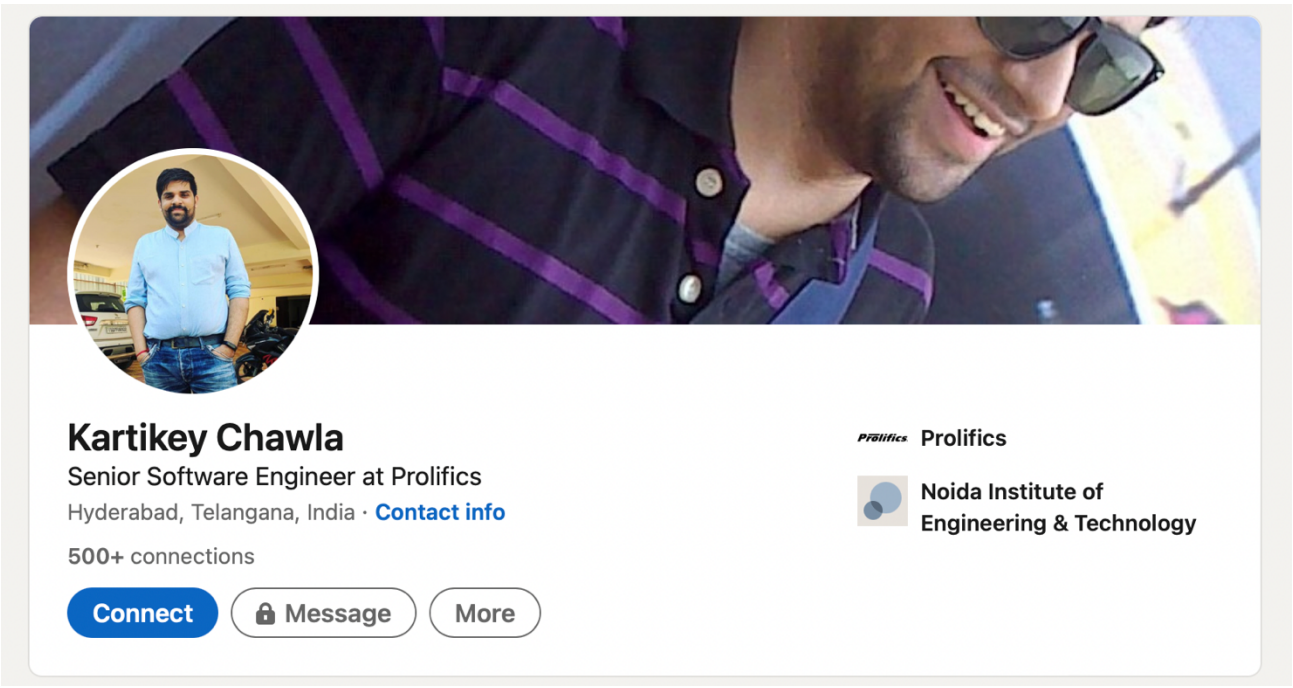
say that if you would have added more, it would be more attractive for the target audience. Lastly, the quality of the visuals used is of high resolution which is amazing but, you have limited the number of visuals in the website. I think you should add more.
2. How much would you rate the website out of 10?
A2) I would rate the website a solid 8 out of a 10.

D4) Evaluation of Design Expert

Name of Designer: Vidushi Chawla
Designation: Student at Pearl Academy
Date: 26th February 2022
Format: Mail (Questions Provided)

1. Please could you asses my websites, in terms of its aesthetics? Please share all the positives and improvements of my website.
A1. I would rate the colour scheme a 7 out of 10 rating. The video's and images embedded are of high quality. The fonts chosen in the website, are matching the colour scheme and is appropriate for the website. The home screen very engaging which is a feature I like. I will share the website' strengths before suggesting some improvement. The website's strength comes from the fonts used and the visual quality. These two aspects of the video grabbed my attention. The alignment of the text and content is one improvement suggested by the expert. The website would have been better if the information had been centre aligned instead of it being justified aligned, another improvement mentioned by the design expert was that the website could have been better if I would have added more images.
2. How much would you rate the website out of 10?
A2. I would rate the aesthetics of this website an 8 out of a 10.

D5) Technical Expert



D6) Design Expert

Pearl Academy

To Work. Certified

4 Year UG program in Fashion Styling & Image Design
2020-2024 Delhi West [8 Semesters]
Offer Letter

Candidate Name: Vidushi Chawla
[Application No. 132000018]

6th July 2020

D7) Mail evidence of peer evaluation

Re: Feedback

DK

Dhruv Khera [redacted]

Today at 10:34 AM

Hi [redacted]

The website looks very attractive because of the usage of hover effect multiple times. However the website can be improved by reducing the amount of white spaces between text and images. Adding a better colour scheme and a background colour could improve the websites look, but since the target audience is someone else, I might not be the right person to judge that. According to the features of the website, I liked the cursor effect on the homepage of the website and the usage of the chat bot. Having a chatbot is very unique. In terms of content I liked how I have described each and every aspect of teenage culture in detail and have used videos to explain them.

I would rate the website a solid 8 out of a 10.

Thanks and Regards
Dhruv Khera

D8) Mail evidence of design expert

Hi [redacted]

I would rate the colour scheme a 7 out of 10 rating. The video's and images embedded are of high quality. The fonts chosen in the website, are matching the colour scheme and are appropriate for the website. The home screen is very engaging which is a feature I like. I will share the website' strengths before suggesting some improvement. The website's strength comes from the fonts used and the visual quality. These two aspects of the video grabbed my attention. The alignment of the text and content is one improvement suggested by the expert. The website would have been better if the information had been centre aligned instead of it being justified aligned, another improvement mentioned by the design expert was that the website could have been better if I would have added more images.

I would rate the aesthetics of this website an 8 out of a 10.

Thanks and regards,
Vidushi Chawla

D9) Mail evidence of technical expert

Hi Vansh,

So, starting off with your home page, it is very impressive to have included react.js. The svg based animation and a mixture of react.js is a very hard job, so I would really commend you for doing such a job. Secondly, creating database using MySQL would have been better as google Firebase stores unstructured data, but if you would have hosted it with MySQL, it would be more organised and better for database management. Thirdly, if you were able to added the svg animations in the home page, I would say that if you would have added more, it would be more attractive for the target audience. Lastly, the quality of the visuals used is of high resolution which is amazing but, you have limited the number of visuals in the website. I think you should add more.

I would rate the website a solid 8 out of a 10.

Thanks and Regards,
Kartikey Chawla

Bibliography

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